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# LES BEIGES

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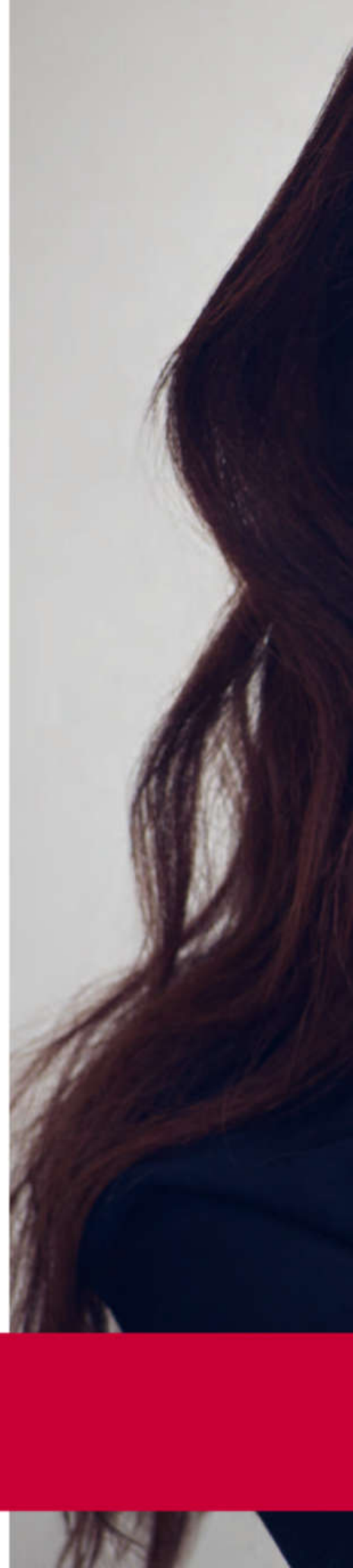


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## DEAR SANTA

If you're listening: Workflow editor Liz would really like the Dolce & Gabbana headphones on page 51.



## SHOWGIRL

The Vegas spirit got to associate editor Sarah while she was in town for a photo course (page 170).



## #MAJORMFASHIONMOMENT

Canadian designer Mikhael Kale made our cover girl a shirt, and she totally heart-emoji-ed it.



## GIGI ON THE LINE

Behold: the very phone from which Gigi Hadid controls her social-media empire (page 76).



## APRO-POST

To find out why associate editor Sarah still hasn't mailed these cards, turn to page 94.



## BAG LADY

When the Balmain x H&M collab came into the office, fashion features editor Lisa wouldn't share (page 60).



## SISTER ACT

Speaking of Hadids: Digital director Steve ran into Bella at the launch of the Samsung fall lookbook.



## INSIDE THE ARSENAL

Makeup artist Grace Lee's table littered with the Maybelline goodies used during our cover shoot.



## MAN OF THE MOMENT

This Canadian crooner covered (get it?) our fall edition of ELLE Man. ☐





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It's bold-lip time, courtesy of Grace Lee, lead makeup artist for Maybelline New York Canada.

BEHIND THE SCENES

## BORN WITH IT

*The inside scoop on our November cover shoot.*

Between Taylor Swift dance parties (she knew every word, of course) and squeals of excitement when designer Mikhael Kale delivered a custom shirt, Gigi Hadid brought the fun to her ELLE Canada cover shoot. From the second she arrived at the Toronto studio (looking so off-duty-model cool—see right), through a half-time break to FaceTime her mom and up until the moment she left, hugging everyone as she went, Hadid was a bundle of positive, genuine energy—and a total pro. Although that didn't stop her from freaking out at the monitors when she saw how great the shots were looking. □



Executive fashion editor-at-large Juliana Schiavinnatto makes an adjustment.



Gigi arriving on-set...



A graphic look for Gigi by nail artist Leanne Colley (P1M.ca)



Mikhael Kale's #Gigi top



# PRADA CANDY

## FLORALE



Eau de Toilette





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Gigi Hadid is changing the modelling game, one Insta at a time.

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Yes, YOU can afford Balmain.

NOVEMBER 2015

CANADA ELLE

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*By Vanessa Craft*
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- 141 BEAUTY GRAND PRIX** The people have spoken: The best of beauty in 2015, as chosen by you.
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# 117

Be the chicest cyborg  
on the space station.

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## ON THE COVER

Gigi Hadid is wearing a silk, latex and patent-leather top (Mikhael Kale x ELLE Canada collaboration), acrylic and steel studs (I Still Love You NYC) and

3-D-printed sterling-silver ring (VOJD Studios). Brows were styled with Maybelline New York Brow Drama Pro Palette; skin was prepped with SuperStay Better Skin Foundation. **Photographer** Max Abadian **Fashion direction** Juliana Schiavinatto (P1M.ca) **Hair** Vittorio (Plutinogroup.com) **Makeup** Grace Lee, lead makeup artist for Maybelline New York (Canada) **Manicure** Leeanne Colley (P1M.ca) **Art direction** Brittany Eccles



# JOE FRESH

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**BEAUTY GRAND PRIX** The results are in! Turn to page 141 to check out which products the jury of ELLE Canada readers decided you can't live without, and then turn to page 149 to find out how to be on next year's jury.

here are thousands of emails stored on my hard drive, but none of them carry the emotional wallop of the letters and cards I've squirreled away in a plastic container my husband calls my "box of memories." There are sappy love notes, sweet birthday cards from friends and handwritten letters

from my family that I received while traveling through the Middle East and Asia during the pre-WhatsApp era. I couldn't afford to call home, so my family sent notes to *postes restantes* in the various cities I visited. I remember arriving at the New Delhi post office and asking the clerk if there were any letters for Noreen Flanagan. When he returned with a bundle of notes held together with twine, I burst into tears. Every time I open the plastic container, I think about throwing out some of the letters, but that never happens. My most recent trip down memory lane had me laughing over a letter from my first crush, whom I met on a camping trip when I was 12. We exchanged a few letters before I was dumped. "I don't like long-distance relationships and I don't like you, so I won't be writing again," he wrote. If I didn't have this written evidence of my first heartbreak, would I have remembered it? Probably not, and that's one of the drawbacks to life—and love—in the digital age. Last year, I wrote a blog about a Korean app called "Between" that I'd read about in *The New Yorker*. The founders of the app said they wanted to create "a beautiful space where you can share all your moments only with

the one that matters." They came up with the idea because, they said, they were suffering from "social-network fatigue" and their online lives lacked intimacy. According to *New Yorker* writer Lauren Collins, they turned to self-help books to get an understanding of how one creates intimacy. They concluded that shared memories and private communication were crucial, so they developed a private online space where a couple can exchange voice and text messages and photographs. (You can only have one contact: your partner.) There's also a feature called the "Memory Box," where notes and photos can be stored as keepsakes. But perhaps apps like Between don't entirely satisfy our desire for intimacy. In "Signed, Sealed, Delivered" (page 94), associate editor Sarah Laing explores the letter-writing renaissance behind the #snail mailrevolution. "People realize that they miss the warmth of letters, the physicality of actually writing and that real sense of delight you get when you receive a letter because it's such a rare thing," historian Simon Garfield tells Laing. I feel that way when a reader pens me a note, like the one I received from Gosia Dambek in Poland. She collects ELLE magazines, and she wanted a copy of ELLE Canada. She wrote: "...that you can send to me just one issue ELLE Canada, it will for me unimaginable enjoy! Simply the fulfillment of my dream." If Gosia had emailed me, I might not have felt inspired to immediately act on her request. After the issues were sent, I wrote her an email thanking her for her lovely note. #irony



## DIGITAL DARLING

There's a digital theme woven into the stories throughout this issue, which is why Maybelline's Gigi Hadid was the perfect cover girl. In "Gigabyte" (page 76), she tells beauty director Vanessa Craft that social media allows her to create a new level of connection with the people who support her: "Now you can be someone's favourite model because of how they connect with you on Twitter."

*Noreen*

**Noreen Flanagan**  
Editor-in-Chief

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GUCCI





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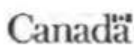
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# guest list

## GRACE LEE *Makeup Artist*

**THE GIG** Toronto-based Lee worked on cover girl Gigi Hadid's "perfect-for-makeup face," keeping the look natural and glowy. **HI...YOU** "I'm completely horrible at remembering names, but I will never, ever, ever forget a face."



page 76

## VITTORIO *Hairstylist*

**THE GIG** This Montreal-born, L.A.-based coiffeur (who also happens to make handbags) primped the locks of our cover star. **HAIR TODAY** "Gigi is soft-spoken and incredibly professional, with great moves and stunning features. We went with straight, glossy hair to add to the shoot's retro-modern vibe."



## AMY VERNER *Writer*

**THE GIG** Torontonians Verner is now based in gay Paris. She reports on the buzz behind this month's Balmain x H&M launch. **ENCHANTÉ** "I had met Balmain designer Olivier Rousteing on a few previous occasions, so the friendly hug he gave me before we got down to business started things on the right track."



page 60

page 118



## ANTHONY MITROPOULOS *Fashion & Market Editor*

**THE GIG** Montreal native Mitropoulos styled this month's "Graphic Nature" shoot. **HIGH FASHION** "The editorial is about graphic black-and-white prints worn head to toe in a stylish but extreme way. The seven-foot-tall latex balloon was brought in from the U.S. at the last minute to add a whimsical touch."

## LANA PESCH *Writer*

**THE GIG** For this month's ELLE First, Melville, Sask., native Pesch dug up old emails written in the weeks before her father's death. **E-MEMORIES** "I found messages from my dad that I had forgotten I still had; it has been good to hear his voice again—his humour, strength, generosity and compassion. He was truly one of a kind." □



page 86



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**GOOD JEANS** Levi's has just relaunched its women's denim collection, and a lucky group of ELLE Canada readers were among the first to shop it at Yorkdale Mall in Toronto. With a DJ spinning tunes in the background, fashion features editor Lisa Guimond was on hand to assist the ladies in finding their most stylish fit...and to point them all in the direction of the life-changing avocado fries being circulated by waiters.



# HOT TICKET

*ELLE Canada lived life in three dimensions this month.*



**THE REAL LIFE** A stylish crowd took a leap into the (fashion-forward) future at a soiree, held at the Hugo Boss store in Yorkville in Toronto, to celebrate our first virtual-reality cover. Along with seeing the dress Diane Kruger wore on our cover, guests visited the shoot virtually using the Samsung Gear VR (powered by Oculus). □



**GIRL TALK** The perfect evening out combines a great glass (or two) of wine and your best gal pals—and sometimes the author of a few bestselling romantic reads. In this case it was Lindsey Kelk, who joined features editor Aliyah Shamsher onstage for a chat about her latest novel, *Always the Bridesmaid*.





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## THIS MONTH'S BEST

I'm writing to thank you for publishing Sarah Jay's article "Lands of Contradiction" [ELLE Travel] in your September 2015 issue. It's extremely important to me as a reader to have accessible and ample opportunities to educate myself about the ethics of fashion. Ms. Jay was brave to tell her story, as unpopular opinions and facts are often condemned. I have been spreading the word about the nature of the writing in your fine magazine and giving a copy to anyone and everyone. All are impressed with the nature of the piece, the attention to detail and the stunning photography. Thank you for giving the writer the platform to share her experience. I look forward to seeing such pieces in future editions of ELLE Canada.

REBECCA NICHOLSON, MONTREAL

### FASHION FAITHFUL

I literally said "Wow" out loud when I flipped to the fashion spread "We're All Mad Here" in your September 2015 issue. The clothes, the diversity of the models, the colours! Wow. Wow. Wow. I absolutely LOVE this photo shoot. It is pure fun and pure magic and reminded me why I love fashion magazines. I was actually beginning to feel that maybe I shouldn't buy them anymore, that maybe they weren't "for me" anymore (and I'm only 34) and that maybe they weren't even about fashion anymore. But ELLE Canada was next in my pile, and this photo spread renewed my faith—as silly as that sounds! Thank you! **KIMBERLY FURNELL, NANAIMO, B.C.**

### MEMORY LANE

It was a delight to read about Nancy Phillips and her backyard carousel in the Editor's Note [September

2015]. My husband and I were lucky enough to enjoy several invitations to ride the carousel. One of the best times was at a Christmas party; after dinner, with glasses of champagne in hand, we walked out into the snow for a ride. It was the highlight of the evening. Nancy would have loved the excitement of the fashion shoot ["We're All Mad Here"]. Bravo for such a magical and creative spread! **MARILYN BROOKS, ROSSEAU, ONT.**

### MOTHERLODE

I read your article "The Parent Trap" [ELLE Life, September 2015] and wondered why, in this day and age, you would write about a woman's struggle to go back to work after children. Why does the woman need to put her career on hold? Where are the men in all this? I went back to my career seven months after giving birth. My husband and I share

all responsibilities. And next time (if there is a next time), he will be the one to stay home with our child. I think we need to teach each other and the next generation that we can do whatever we want, regardless of gender.

**JOHANNE, LAVAL, QUE.**

### NORTHERN STAR!

I was so excited about the Canada-themed August issue. As a former Yukon resident, I read through with the hope that there would be something acknowledging our Great North. I was so happy when I got to the travel pages that highlighted the Yukon and the north [ELLE Escape]! Keep up the amazing work, ELLE Canada. I love you :)

**HAILEY DAWN, EMAIL**



### TWEET LOVE

@LovelysVintage

#supermodel @Cindy Crawford looking fabulously #Eighties on @ELLECanada cover for October 2015! #Vintage

@shea\_izzy

@ELLECanada LOVE Diane Kruger on the cover of the September issue!

It blows my mind how good Diane looks at 39. @FNJ11111 @KylieJenner @ELLECanada I'm in love with your snapchat.

@JessicaAnnRowdi

Thanks @ELLECanada for printing my tweet...in the Cindy Crawford edition!

@eatpraygossip

@MTV @KylieJenner @ELLECanada we love that she breaks that barrier and shows what's behind the scenes! #socialmediamaven

Send us your letters via email at **ELLELetters@ELLECanada.com** or snail mail at ELLE Canada, 25 Sheppard Ave. W., Suite 100, Toronto, Ont., M2N 6S7. Include your name and address. Letters may be edited. For full contest rules, go to [ELLECanada.com/writeandwin](http://ELLECanada.com/writeandwin).



The writer of the best letter will win all six lipsticks in the new L'Oréal Paris Collection Exclusive Pure Reds by Colour Riche, plus a mascara, an eyeliner and a brow product (valued at \$100).



**BOSS**  
HUGO BOSS

THE SCENT  
THE NEW FRAGRANCE FOR MEN



# SNEAKER ICON

BORN IN '68, THE SUEDE'S STYLE IS SYNONYMOUS WITH  
SPORT, FOREVER SMOOTH AND NOTORIOUSLY PUMA.



PUMALAB   
POWERED BY Foot Locker.

# ELLE STYLE

FASHION NEWS, SHOPPING HITS & RUNWAY TRENDS

Leather, mother-of-pearl, Swarovski-crystal and gold-plated-metal headphones, Dolce & Gabbana (price upon request, [dolcegabbana.com](http://dolcegabbana.com))



## LISTEN UP!

*Glammed-out tech gear is the wave of the future.*

### CUE THESE SONGS UP...



"What Do You Mean?"  
– Justin Bieber



"For a Better Day"  
– Avicii



"Confident"  
– Demi Lovato

**EDITOR'S POV** High fashion and high tech are no longer engaged in an anachronistic tug-of-war. (Fashion has always had a soft spot for the past, while technology has eyes only for the future.) Instead, gearheads are looking to designers for their sartorial approval and runways are fuelling the digital revolution. We're all plugged in and looking for more: more ways to connect, to shop, to dress. The buzz is real, and it's here to stay. Get in on the action with our favourite style apps (page 62).

LISA GUIMOND



## PITCH PERFECT

Reebok has teamed up with Japanese fashion and lifestyle brand Maison Kitsuné to create a baseball-themed capsule collection that's equal parts East Coast prep and Parisian insouciance. The roster includes a letterman jacket, a raglan tee and a new take on the CL sneaker in a mix of suede, mesh and patent leather. The team colour is a cheery notice-me orange, and the mascot is a *kitsune*. (That's Japanese for fox.) The closer? The collection is genderless—so everyone can play (from \$30 to \$350, reebok.ca).

## GOOD IMPRESSION

Mathematically perfect jewellery sounds like something from a sci-fi experiment, but for Daniel Christian Tang, it's the way of the future. The Toronto-based brand uses top-of-the-line 3-D printing to produce each of its limited-edition pieces, which are silver, gold and rose-gold plated (from \$130, danielchristiantang.com).

LATEST &amp; GREATEST

## STYLE SCOOP

*What's cool, cutting edge & important.*

"I THINK YOU GET TO THE FUTURE BY KNOWING THE PAST REALLY WELL AND MIXING IT UP. THERE ARE A LOT OF ELEMENTS IN THIS COLLECTION THAT MAKE IT QUITE MODERN AND NEW, BUT IT'S ALSO QUITE OLD SCHOOL, WITH THE LACE, CHANTILLY, FLOCKING AND DAMASKS, WHICH ARE VERY TRADITIONAL TEXTILES OF THE 18TH CENTURY."

— Mary Katrantzou on her fall/winter 2015 collection (available at Hudson's Bay, thebay.com)

## SCIENCE MATTERS

With the launch of its next generation of pants, Lululemon has introduced a novel approach to fit: engineered sensation. Fuelled by the motto "No pain, no gain," the Canadian retailer has developed four new styles that provide varying degrees of compression, including a totally relaxed fit for everyday wear and a super-tight leggings for added tension. While medical-grade compression is not part of the equation, sports psychology is: The goal of the different sensations is to drive performance. "There are a lot of technologies that we just say no to because they're not rooted in longevity," explains Antonia Lamartino, director of future concepts for the brand. "It's easy just to say that innovation comes out of a lab, but the craftsmanship and design that go into the structure of the pants [really matter]." No detail was spared in the formula for each of the new styles: Designs were put through a gamut of body-motion assessments, and fabrics were wash, sweat and colour tested. Here's proof that when it comes to looking good and feeling good, science matters (from \$88, lululemon.com). □

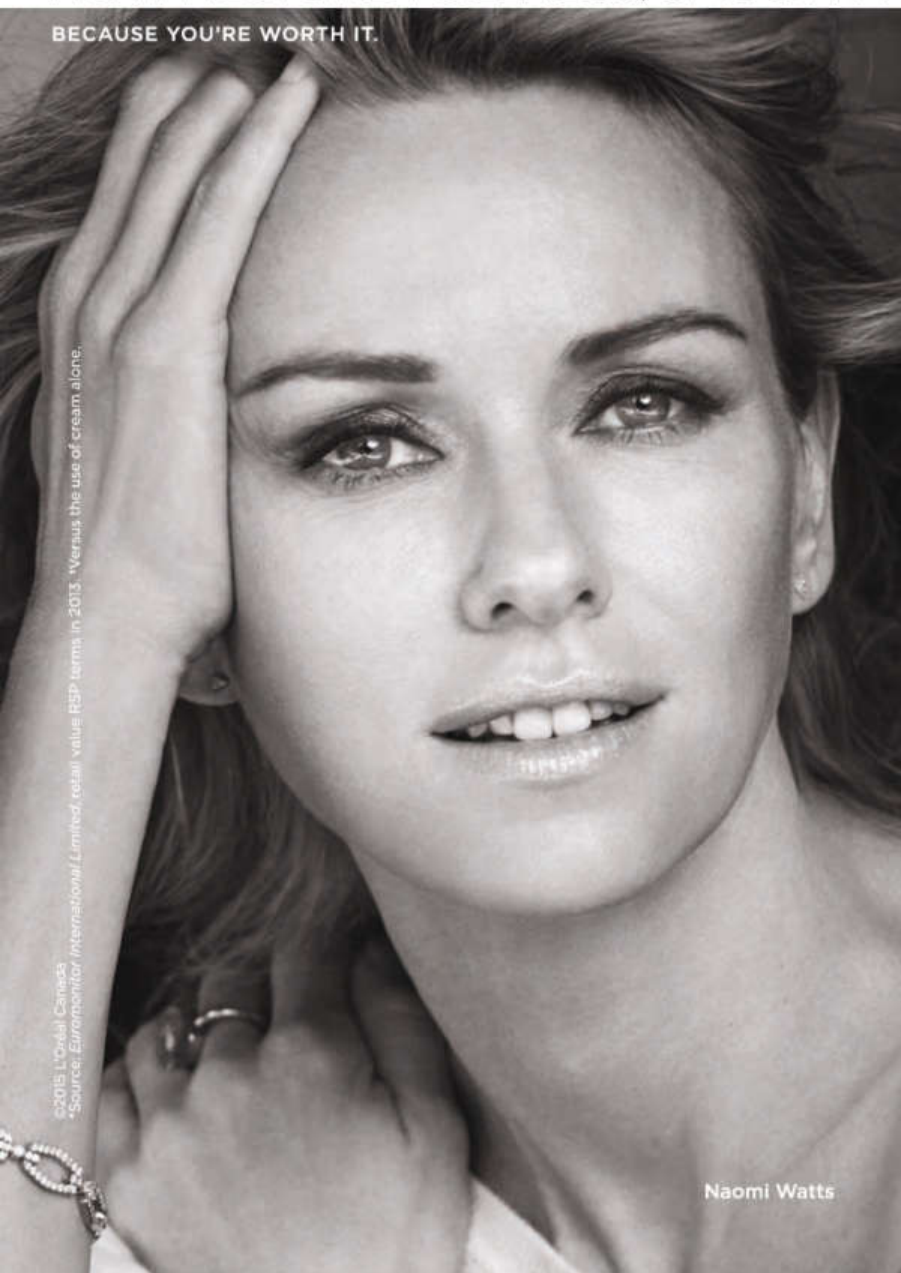
## FOCUS GROUP

*A new women's-eyewear shop opens in Toronto.*

There's nothing like a new pair of specs to give your fall wardrobe an instant upgrade. Holly Eyewear, a new optical store in Toronto's Yorkville neighbourhood, offers an exclusive selection of handmade frames, including the limited-edition Andy Warhol collection, Fendi shades and up-and-coming New Orleans label Krewe du Optic, whose mirrored sunnies have been spotted on Gigi Hadid and Alessandra Ambrosio. (Metal "Ultracandy" sunglasses, Retrosuperfuture, \$607, at Holly Eyewear, hollyeyewear.ca)

SEEING CHANGES IN YOUR SKIN?  
IT COULD BE LOSING VOLUME.  
NOW RESTORE FULLNESS, SMOOTH WRINKLES.

BECAUSE YOU'RE WORTH IT.



Naomi Watts

NEW

## REVITALIFT™ VOLUME FILLER™

RE-VOLUMIZING HYDRATION

BOOST YOUR SKIN  
PLUMPNESS\* 3X MORE  
WHEN USED TOGETHER



*In less than a month, my skin  
looks plumper and wrinkles are  
less noticeable. I'm being asked  
what my secret is!*

Eugenia, [ommorphiabeautybar.com](http://ommorphiabeautybar.com)

### ■ WHAT IS VOLUME LOSS?

HAVE YOU NOTICED THAT AS YOU AGE YOUR SKIN LOSES VOLUME, BECOMING LESS PLUMP? UNDER-EYE HOLLOWS LOOK MORE PRONOUNCED AND WRINKLES BECOME DEEPER. THIS VOLUME LOSS IS DUE TO A DECREASE IN HYALURONIC ACID, WHICH NATURALLY OCCURS IN SKIN TO HELP MAINTAIN MOISTURE.

### ■ THE SOLUTION: REVITALIFT™

WITH OUR HIGHEST CONCENTRATION OF HYALURONIC ACID, VOLUME FILLER™ HYDRATES TO VOLUMIZE SKIN SURFACE LAYERS AND SMOOTH WRINKLES. CHEEKS APPEAR FULLER, UNDER-EYE HOLLOWS SEEM LESS NOTICEABLE AND WRINKLES LOOK VISIBLY REDUCED.

Find out more about  
volume loss at [volumefiller.ca](http://volumefiller.ca)



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MISSONI



SPOTLIGHT

## FLASH DANCE

*Snazzy metallics and holographic accents will get you noticed on the party circuit.*

1. Leather pumps, J.Crew (\$349, jcrew.com).
2. Metal and plastic necklace, New Look (\$17.42, at Asos, asos.com).
3. Synthetic bag, Nasty Gal (\$76.84, nastygal.com).
4. Cotton and polyester dress, Osklen (\$779.37, at farfetch.com).
5. Leather and stainless-steel watch, Komono (\$119, at revolveclothing.com).
6. Textile sandals, Topshop (\$117, topshop.com).
7. Acetate sunglasses with mirrored lenses, Illesteva (\$305, at Neiman Marcus, neimanmarcus.com).
8. Polyester and polyurethane skirt, Glamorous (\$55, glamorous.com).
9. Silver-plated studs, Forever 21 (\$5.90 for three pairs, forever21.com).
10. Acetate iPhone 6 case, Zero Gravity (\$42, at revolveclothing.com).

AQUILANO.RIMONDI

THIERRY MUGLER

STYLED BY JULIANA SCHIAVINATO; GETTY IMAGES (ROMY AND MICHELE'S HIGH SCHOOL REUNION); IMAXTREE (RUNWAY)

TRÉSOR, CANADA



MAC *nificent Me*

CELEBRATE YOUR STYLE, HEART AND SOUL. BE PASSIONATELY YOU.  
[MACCOSMETICS.CA/MACNIFICENTME](http://MACCOSMETICS.CA/MACNIFICENTME)



TREND

## BOOTLEG

*The thigh's the limit  
for this season's  
elevated footwear.*



1. Suede, Versace (\$3,032, at [farfetch.com](http://farfetch.com)). 2. Stretch suede, Le Silla (\$1,513, at [luisaviaroma.com](http://luisaviaroma.com)). 3. Lace, Dolce & Gabbana (\$1,325, at [ssense.com](http://ssense.com)). 4. Faux suede, Jeffrey Campbell (\$336, [jeffreycampbellshoes.com](http://jeffreycampbellshoes.com)). 5. Leather, Zara (\$289, [zara.com](http://zara.com)). 6. Faux leather, Stuart Weitzman (\$1,050, [stuartweitzman.ca](http://stuartweitzman.ca)). 7. Suede, Roger Vivier (\$2,764, [rogervivier.com](http://rogervivier.com)). 8. Suede, Joie (\$428, at Hudson's Bay, [thebay.com](http://thebay.com)). 9. Leather, Fausto Puglisi (\$1,595, at [farfetch.com](http://farfetch.com)). 10. Leather, Aldo (\$140, [aldoshoes.com](http://aldoshoes.com)). 11. Suede, Alice and Olivia (\$1,313, [aliceandolivia.com](http://aliceandolivia.com)). 12. Suede, Kristin Cavallari (\$479, at [nordstrom.com](http://nordstrom.com)).

STYLED BY JULIANA SCHIAVINATO

J I WON, KOREA



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[MACCOSMETICS.CA/MACNIFICENTME](http://MACCOSMETICS.CA/MACNIFICENTME)





LOUIS VUITTON

I TREND 3 WAYS

# ELECTRO POP

*Pump up your look with a little razzle-dazzle.*

Tap into this season's techno vibes by adding high-shine statement pieces to your wardrobe. The future is now.

**LOOK 1.** Viscose-blend cami, Topshop (\$37, topshop.com); polyester and rubber belt with glass detailing, BCBGMAXAZRIA (\$110, bcbg.com); sequined skirt, RW&CO. (\$79.90, rw-co.com); polyethylene clutch, Asos (\$128.62, asos.com); leather mules, Le Château Luxe (\$150, lechateau.com).

**LOOK 2.** Viscose-blend lamé pants, J.Crew (\$124, jcrew.com); leather handbag, Winners (\$59.99, winners.ca); nylon and wool down-filled coat, Moncler (\$1,400, at Holt Renfrew, holtrenfrew.com); cotton sweatshirt, MSGM (\$343.03, at farfetch.com); leather and suede sneakers, Markus Lupfer (\$461.80, markuslupfer.com). **LOOK 3.** Leather bag, Loeffler Randall (\$462, loefflerandall.com); acetate sunglasses, Tom Ford (\$563.04, at Bloomingdales, bloomingdales.com); linen-blend jacket, Mango (\$109.95, shop.mango.com); leather boots, Zara (\$159, zara.com); polyester skirt, Marshalls (\$39.99, marshallscanada.ca).



MARKUS LUPFER



LOEWE





## CANADA ELLE VIP EVENTS & EXPERIENCES

**AUGUST 27, 2015 • TORONTO**

ELLE Canada readers were treated to an exclusive VIP shopping event at the Levi's® store in Yorkdale Shopping Centre. Fashion features editor Lisa Gulmond presented useful styling tips with a live fashion show while guests nibbled on delicious treats and had the chance to shop the new women's denim collection.



Fashion features editor  
Lisa Gulmond with  
ELLE Canada readers

ELLE Canada VIPs are the first to know about special offers and exclusive events.  
Visit [ELLECanada.com/vip](http://ELLECanada.com/vip) for a complete list of our upcoming events.



Clockwise, from bottom: Metal choker (\$119); viscose and elastane dress (\$79.99); leather, cotton and metal sandals (\$199); suede bag (\$299); brass, glass and plastic earrings (\$39.99); silk and velvet dress (\$649). In stores on November 5 (hm.com)

# GLAM FACTOR

*Introducing  
Balmain x H&M.*

BY AMY VERNER

*i*f you consider that H&M broke word of its collaboration with Balmain at the Billboard Music Awards earlier this year and offered the press a sneak peek during the fall haute-couture fashion shows in Paris, you get a sense of the glitz and glamour that factor into this particular undertaking. After last year's H&M collab featuring Alexander Wang's high-octane athletic gear, the Balmain offering revs up the chic, to say nothing of the cachet. You can safely conclude that Balmain x H&M—with its thigh-high boots, devoré-velvet tops, green sequined minidresses and the pièce-de-résistance body-con number covered with the French house's signature embroidery—marks the most decadent collection to date.

It may also be the most social-media savvy, thanks to Balmain's creative director, Olivier Rousteing, whose Instagram following is 1.2 million strong. The house itself counts even more—over 2 million—and let's not forget H&M's 9.3 million followers. Ever since the announcement, the hashtag #hmbalmain nation has served to fuel the hype and underscore Rousteing's goal of growing his "Balmain army" into a global union of wearers.

I'm in Paris to chat with Rousteing, and we're seated in a salon ornamented with elaborate mouldings not unlike the rococo embellishments on dresses worn most famously by Rousteing's BFF Kim Kardashian. She and her pals Beyoncé, Rihanna, Kendall Jenner and Jourdan Dunn have contributed to Balmain's desirability since the designer assumed his role in 2011 (at the remarkable age of 25). As he sees it, "You don't just want the clothes; you want to be part of the Balmain world." But for a teen who "grew up with H&M" and happened to be working at Roberto Cavalli at the time of the Italian house's collaboration with H&M, the designer seems sensitive to attainability—even if the moment will come and go in a flash. "For me, it was important that, for once in their lives, [my fans] could get a piece of the Balmain dream," he says sincerely.

Ann-Sofie Johansson, creative adviser for H&M, says that the translation of Balmain's couture-level detail presented production challenges. "We do beading ourselves but not to this extent," she notes in a separate conversation. The embroideries were done in India, where, she says, the suppliers were able to interpret the handicraft with impressive results. This means that some pieces will be higher priced and more limited in availability, but the good news is that motorcycle jeans, logo tees, flat boots and tailored blazers remain accessible. (And here's a hint: Shop the men's collection for some sharp crossover looks.)

"I know Olivier wants this to be the most successful collaboration," says Johansson. She laughs and then adds, "He is constantly asking us 'Do you think there will be lines outside? Do you think it will sell?'" As if. His nation eagerly awaits. □



# CAROLINE NÉRON

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# GET APPY

*Fashion #inspo is just a click away. Here are seven essential apps you need on your phone.*

## HUNT IT DOWN



**DONDE FASHION** This app ditches text-based search in favour of visual icons. Say you're looking for a dress. Pick a colour and then a neckline. Sleeves? What about the length? Donde—which means “where” in Spanish—instantly generates options that fit your search so you can hunt down that orange minidress with short sleeves and a collar or just play around with the filters until you come up with a magical combo (like a black suede cape).



**CRAVES** Craves picks up where the Google search falls short. Simply upload a photo of that blush-pink moto jacket you saw on Tumblr (but can't find anywhere) or snap a photo of your co-worker's ankle boots and the app will find matches that you can buy instantly. Repeat until all of your fashion mysteries are solved.

## JOIN THE IN-CROWD



**THE NET SET** If your friends are late for drinks and you're looking for something to do, launch The Net Set, Net-a-Porter's new social app, and discover what's trending. Perhaps it's Frame Denim bell-bottoms or an Acne Studios LBD. You can also follow icons whose style you admire (like vintage-loving Natalie Joos or ladylike-chic Nicole Warne) and join Style Tribes (like Minimalist, Bohemian or Black Is the New Black). And when your tardy pals show up, tell them you were just out shopping with Poppy Delevingne.



**POUT** If you snap OOTDs in the elevator mirror or make beauty videos in your bedroom, you can share them with this fashion and beauty community directly from Instagram and YouTube. You can also post “pouts”—which can be anything from a selfie to your latest purchase—and follow other users. Actual pouting is optional.

## SWIPE & SWOON



**VILLOID** Writer, designer and all-around cool girl Alexa Chung has entered the app game. Her Instagram-meets-Pinterest creation is an inspiration machine. Play virtual dress-up by creating style mood boards, stay up to date on new arrivals by following brands like The Row and Erdem and shop everything on the app.



**BLYNK STYLE** Blynk's premise may sound familiar: Swipe right to like and left to dislike. But the latest app to use a Tinder-like interface trades in profile pix for street-style shots. With every right swipe, Blynk's algorithm learns your tastes and suggests shoppable outfits, which you can dislike to further refine the algorithm. Imagine if Tinder were this intuitive!



## PAINT IT RED

LOUBOUTINIZE IS THE PHOTO-FILTERING APP FROM CHRISTIAN LOUBOUTIN THAT YOU DIDN'T KNOW YOU NEED. EFFECTS MIMIC LOUBOUTIN'S SIGNATURE DESIGNS, WHICH MEANS YOU CAN TINT YOUR PHOTOS CRIMSON TO MATCH YOUR RED-SOLED PUMPS. □

All free and available for iOS; Blynk Style also available for Android.



TIVOLI II







**I'LL NEVER  
BE PETITE.  
I'M TOO  
BUSY BEING  
STRONG.**



NO MATTER  
WHAT YOU GOT.  
OWN IT\*

**#OWNIT**

# ELLE RADAR

TRACKING THE BEST IN MOVIES, BOOKS, MUSIC & ART



A few of the illustrations that built blogger Garance Doré's empire...straight from her Insta, of course. Her book, *Love Style Life*, is out now.



## THIS DIGITAL LIFE

*Contemplating the intersection of all things cyber and creative.*

**EDITOR'S POV** Canadian artist Douglas Coupland told me earlier this year that "technology allows us to investigate ourselves in a way we haven't before." I can't help but agree. Whether it's the good (blogger Garance Doré using the Internet to create a new, highly successful business model) or the bad (the collapse of the much-beloved Canadian channel MuchMusic), the digital world shows us exactly who we are at any given moment. All we have to do is keep learning, adapting and creating.

ALIYAH SHAMSHER



**WOMAN OF THE WORLD (WIDE WEB)**

PROFILE

*We ask blogger  
Garance Doré to  
contemplate a  
world without the  
Internet...*

LATEST &amp; GREATEST

**HIT LIST**

*What we're talking  
about this month.*

DIGITAL

Lenny

**MEET LENNY** It should surprise no one that the tag line for Lena Dunham's next project is "There is no such thing as too much information." What *is* surprising, however, is that the actress is launching an old-fashioned (relative term) email newsletter, with Jenni Konner, the executive producer of her hit HBO show, *Girls*, which promises to address (in TMI style) everything from feminism to fashion. Coming to your inbox this fall: [lennyletter.com](http://lennyletter.com). >

**M**idway through making a cup of coffee in her

New York studio (the steaming of milk is audible over the phone), Garance Doré pauses. "How would my life be different without the Internet? I've thought about it, and it's not very fun," says the 40-year-old Frenchwoman. "I don't know what I would have done with myself. I knew I had something inside me, but I didn't know where to put it. I come from Corsica; I was living in the south of France, and all my friends were starving artists. There was nothing for us on the horizon." That was the view from her laptop in 2006, just before the Internet changed Doré's life (and her name—she was actually born Mariline Fiori)...and then she changed the Internet.

Her eponymous blog is the fashion destination that launched a million quirky-cool copycats and paved the way for bloggers to sit in the front row at fashion shows today. She also virtually invented street-style photography.

Ten years ago, barely getting by as a freelance illustrator, Doré set herself a challenge: Draw for two hours and, whether the illustrations were finished or not, post them on her new website. "I didn't have any money to train myself, so I put them online to see what

people said," she says. "I felt the contact I had on the Internet was more real, less jaded."

Doré was not an overnight success. "It grew slowly! I remember thinking 'This is cool; maybe I'll be able to find a job now!' It took me a while to realize what was happening." Others in France's first wave of successful bloggers did find jobs as magazine writers, cookbook authors—and shut down their websites.

Doré kept going...and found that it got her into the shows at Fashion Week and landed her work with brands like J.Crew and Chanel. "Everybody is like, 'You changed the landscape!'" she says. "But I remember even three, four years ago going to fashion shows as a blogger and people looking at us like 'What the fuck are you doing here? You're not legitimate.'"

The question of being "taken seriously," however, is not something Doré really thinks about. What she does care about is unexpected: "I am so lucky to have a voice," she says. "Whether it's two thousand people or a million, when you have people listening to you, that's the real treasure."

She continues: "My readers have taught me that being vulnerable touches people. I can talk about anything with them as long as I talk about it in a way that's authentic."

“invitation only?  
I’m no worries,  
**a-list.”**

*Essie*

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Since 1981.



**WE ♥ STEPHANIE SIGMAN**

When word broke earlier this year that Stephanie Sigman was going to be the first Mexican to play a Bond girl in *Spectre* (the fourth instalment of the Bond franchise starring Daniel Craig, out next month), it was news to Sigman herself. "I knew I was going to be in *Spectre*, but I didn't realize I was a 'Bond girl' until they announced it," the 28-year-old recalls over the phone while stuck in traffic in L.A. "It was such a big deal in my country [Mexico], and I didn't know I was going to get so much attention. Everyone wanted to talk to me! It's a lot of pressure!" Leading up to the release, you can also find Sigman in another high-profile role: She plays Pablo Escobar's mistress in Netflix's *Narcos*, a biopic about the notorious drug lord (out now). "I actually auditioned for the role of Escobar's wife, but they called me back for this other role," says Sigman. "She's a super-strong, smart woman but controversial." Here are three more things you may not know about this about-to-be-huge actress:

**SHE'S A MILLION-DOLLAR BABY (IN TRAINING).** "I box two to three times a week. I don't like going to the gym because it's boring. I really like boxing because you have to combine concentration and imagination. I feel like I'm actually learning something that's useful. I pretend I'm boxing for real. I'd love to be in a real boxing match, but I can't because of my face. I'm an actor!"

**SHE LIKES TESTING HER LIMITS.** "Sometimes being scared of something can be good because it can give you strength. A great example for me would be acting in English! Basically, whenever I'm scared of a project, I know it's worth it."

**SHE FINDS INTERVIEWS GENUINELY TERRIFYING.** "Nobody ever tells you that when you do a big film like Bond, you're going to have to do interviews and talk about yourself a lot. And then things get weird, especially when it's not your language, and you end up saying things you didn't mean to."

## ART

**LIFE, IN 3-D DOUGLAS COUPLAND**

"What does a group portrait look like in the age of 3-D printing?" wonders Vancouver-based mixed-media artist Douglas Coupland. The artist is in Quebec City unveiling his new 3-D art project in collaboration with La Maison Simons, the 175-year-old Quebec-based department store. Between 2015 and 2017, Coupland will scan 500 people in Simons stores across Canada. The "scanners" will be given a 3-D plastic bust of themselves, while the data will be stored for Coupland to use to create a "21st-century portrait of Canada" (covered in gold leaf) that will be installed at the grand opening of Simons Yorkdale in Toronto in 2019. "It's not photography, it's not sculpture—it's this weird thing that's in between," says Coupland. The project is also about investigating another question that Coupland has been asking himself recently: "If you were to open the door and look at the Internet, what would it look like?" The artist insists that

it's not all raw data, cat memes and gifs; it's about "real materialization." With the aid of 3-D printing, the Internet—once a space in which many questioned what was real—will come to life all around us. "I think that by 2019, Crest will be printing out their toothpaste caps [using 3-D printers]. So on one level it will be that boring, but I think on another level it will be a new age of 3-D creativity, which will be really exciting. It's so great being in 2015; I love it!" □



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**and shine**, without any of gel’s hassles.

I’m a **gel•setter!**”

*Essie*

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Steve Anthony interviewing rockers Mötley Crüe



Erica Elm

Master T with the Spice Girls



Moses Znaimer (above) and Ed the Sock (right)

# INTERNET KILLED THE VIDEO STAR

*What was behind the meteoric rise and crushing fall of MuchMusic?*

BY ALANNAH O'NEILL



Steve Anthony

Last year marked the 30th birthday of MuchMusic, the groundbreaking 24-hour TV station that, for generations, defined youth culture across the country. But, instead of an anniversary that honoured the channel's distinct heritage, news of cutbacks and layoffs began to emerge. Now, it's operating with a skeleton staff, its ragtag group of video jockeys (VJs) have grown up (many—like Sook-Yin Lee, George Stroumboulopoulos and Steve Anthony—have gone on to forge impressive careers in Canadian media) and there are whispers that the channel won't survive much longer. How does a station so influential—a pioneer in reality television and interactive content before the Internet even existed—fall so far? The rise of digital media didn't do it any favours: No one is going to sit around and wait for their favourite music video to come on with YouTube at their fingertips. It was this, alongside a corporate takeover (which Ed the Sock describes as “one of the best examples of bad corporate rebranding ever”), that systematically changed everything—the programming, the videos, the hosts and, ultimately, the spirit that allowed the channel to stand out in so many ways for so many people. Here, the creator and some of the station's most successful VJs share why they loved MuchMusic just as much as we did.

**The original concept was simple: a 24-hour music station hosted by normal, charming, albeit imperfect, people.**

**Moses Znaimer (creator):** “When I first started in television, there was an enormous amount of time put into the pretense that everything had to be perfect. Hours would be spent fixing the lights so you wouldn't see a shadow. The microphones were hidden. I was of the view that the process is sometimes more exciting than the conclusion—that seeing people tousled or losing that perfection gets others involved. So I put the studio at

street level and made the sides of the building roll up so that the VJs could step onto the street or the street could step into the building. Our master control—and the desks where people worked—were part of the set. I didn't care if people made an error as long as they were charming and talented.”

**Sook-Yin Lee (1995–2001):** “Moses was on the vanguard of thinking: this notion of the process being key. He tried to break through the fourth wall and was instrumental in destroying the idea of the studio. He thought ‘We'll find interesting people who are

not necessarily trained for their positions but have a passion for the work.’ His idea was that you throw VJs on, they'll make lots of mistakes and, in time, the audience will see them grow and become endeared to them. It's a radical notion now.”

**Tony “Master T” Young (1990–2001):** “Moses did not want a cookie-cutter on-air personality. He said to me, ‘Go up there and shake your locks.’ That gave me the ability to show that I'm a black man sporting my dreadlocks. I could speak about blackness and black culture.” ▸



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*“We could spend an afternoon eating lead paint and rubbing asbestos on each other.”*

**Steven “Ed the Sock” Kerzner (1994–2005):** “VJs had to fill three hours of programming at a time. No one said anything about what to do—they just said, ‘Here are the videos you’re going to play; go ahead and fill the shift.’”

**Steve Anthony (1987–1995):** “If we wanted to, we could spend an afternoon eating lead paint and rubbing asbestos on each other. Anything we did—because it hadn’t been done before—was the most brilliant TV ever.”

**MuchMusic was passionate about bringing fans close to their favourite artists. Live performances, mixed with Q&As, gave viewers unprecedented access to the biggest names in music.**

**Erica Ehm (1984–1997):** “My interview with Kurt Cobain in Seattle was one of the last ones he did before he committed suicide. It was shocking when he killed himself because he was quite happy, although he was uncomfortable in his skin.”

**Master T:** “I did the first Spice Girls interview. Scary Spice was born in Leeds, England—the same city where I was born. We were talking when she came up to me and went ‘I like him! He’s all right!’ and buried my face in her cleavage and shook my head. That got international attention.”

**Bill Welychka (1992–2000):** “I interviewed Gene Simmons in a strip club. At the beginning of the interview, he pulled in a server and a dancer to sit on his lap. The cameraman had to zoom in really close on his face, because he had boobs on either side of him.”

**George Stroumbouloupoulos (2000–2004):** “Any other TV network would zoom out so they could get the strippers’ bodies in there. But MuchMusic intentionally wouldn’t let him be a misogynist on TV. That’s fucking awesome.”

**As MuchMusic gained popularity, so did the VJs: Teens would make the pilgrimage down to the corner of Queen and John in Toronto to hang with the hosts.**

**Ed the Sock:** “We were the Kardashians of the time.”

**Erica:** “I think I got the most mail of anyone. At the time, a lot of the letters came from the penitentiary—from inmates who watched MuchMusic.”

**Bill:** “Giggling girls used to follow me home from the station.”

**“Rick the Temp” Campanelli (1994–2005):** “If people were going to drive for a couple of hours to come to MuchMusic, I wanted to hang out with them as much as they wanted to hang out with us. We just opened up

the window and brought the people in from outside.”

**MuchMusic treated its audience as equals. There was a focus on on-the-ground reporting, promoting media literacy and programming that was inclusive of all identities.**

**Master T:** “I hosted and produced a couple of shows where we looked at the videos: the booty shaking, the scantily clad women—I was able to address those scenarios. I did Black History Month specials. We did a show called *The Real Deal*; it was a youth-issues talk show where we looked at everything from juvenile crime to sex to jobs—it really touched the audience and the parents.”

**Ed the Sock:** “We started *Fromage* to make fun of foreign or cheap music videos. Then we thought ‘Let’s stop shooting fish in a barrel. Let’s look for the people who have enough money to do it right but instead made stuff that was cheesy or cloying or manipulative.’ And it was, dollar for dollar, the station’s most successful show.”

**George:** “It’s important to be a good company. And MuchMusic was the best company. Everybody worked so hard: to make some little girl in Nunavut feel like she wasn’t alone; to let some guy in fucking Grande Prairie come home from school, after he’s had a shit day, to let him flip on that channel and show him ‘Hey, man, you’re not alone.’ This was a ▷

## A BRIEF HISTORY OF MUCHMUSIC

Moses Znaimer founds MuchMusic

**1984**

MuchMusic becomes part of Canadian basic-cable packages, reaching over five million homes.

**1989**

The first MuchMusic Video Awards event is held on a train travelling across Canada.

**1990**

Speakers’ Corner debuts on the corner of Queen and John streets.

**1991**

MuchMusic is sold, as part of CHUM, for \$1.7 billion to Bell Globemedia.

**2006**

MuchMusic is rebranded as Much and launched with a new look.

**2011**

The 30th anniversary of MuchMusic is celebrated with a sparse half-hour retrospective.

**2014**

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network that treated gay and trans people as equals long before any other network did. Our network was about inclusivity from the get-go. Do you know how many kids grew up watching MuchMusic thinking ‘Maybe my neighbourhood, or my dad, doesn’t get it, but there is a place where everybody is accepted.’”

**Sook-Yin:** “I often hear from marginalized kids, kids who were dealing with a lot of questions and confusion in the suburbs, and I think that MuchMusic and shows like *The Wedge* were a lifeline that introduced alternative and independent music.”

Every summer since 1990, the MuchMusic Video Awards (MMVAs) has been held in Toronto. It attracts bold-faced names like U2, Britney Spears and the Beastie Boys, and streets are cordoned off to accommodate the screaming music fans.

**Erica:** “The [original] MuchMusic Video Awards were a testament to our ability to navigate insanity on live TV. They were loosely scripted; anything could happen. It was such a fantastic show, because it was loose and edgy. The [Much] show today is a huge professional production, which was not what we were about.”

**George:** “That was the best weekend of the year in the whole city. The entire building—every other network marshalled resources to help make the MMVAs work. Then the stars would come—fucking David Bowie was there. Crazy, man.”

**Ed the Sock:** “Moses had this thing about not wanting a roof on the stage. That went on until the Smashing Pumpkins did a live performance [a couple months before the MMVAs] and there was a thunderstorm, and everyone was worried they were going to get electrocuted.”

**Moses:** “When you put the roof on, you can be in Zanzibar or Glastonbury or Woodstock. If it’s a stage with an

*“The MuchMusic Video Awards were a testament to our ability to navigate insanity on live TV.”*

overhang and lots of lights, that’s the shot and you can be anywhere. When the roof comes off, you see the CN Tower. So a couple of musicians get electrocuted—can’t anyone take a joke?”

**When MuchMusic was sold to Bell Globemedia in 2006, it spelled the beginning of the end for the music channel. After Znaimer left to pursue other interests, reality and teen-oriented programming replaced original content.**

**Master T:** “When Moses left, that was huge. Everything became very corporate. I remember a bunch of guys who were like ‘CEO of this, CEO of that, CEO of the washroom.’ Everyone got a title; it took the personal connection away.”

**Moses:** “After I left, the garage doors on the side of the building got locked. They put drapes up. They took away everything that made it different.”

**Sook-Yin:** “The supermodels were brought in [as VJs], and it became scripted and controlled.”

**Rick the Temp:** “They stopped playing music 24-7 and started bringing in reality shows and pop-culture shows that didn’t fit. More and more restrictions were put on what we could do.”

**George:** “Much stopped caring about music. It was no longer unique; it was just another voice in a chorus already filled with voices doing the same thing.”

**Ed the Sock:** “It used to be that MuchMusic was very egalitarian. You showed up, you lined up outside, you got to go in and be seen on camera. You could get close to the celebrities, depending on when you got there. They changed it so that it was no longer about when people got there. They went through the

audience determining who was better looking, and they pulled the better-looking people to the front; when they didn’t like the looks of someone so much, they put them behind pillars. It became about shallow surface nonsense. That was when they lost their audience.”

Even though YouTube ultimately had a hand in MuchMusic’s demise, the network is widely viewed as a precursor to the Internet.

**Rick the Temp:** “With YouTube and social media, you didn’t have to watch Much anymore if you wanted to see a music video. The viewership dropped because people could surf whatever they were looking for. In a way, that was the beginning of the end.”

**Erica:** “Much was the precursor to social media, because Moses understood the audience was just as important as the host and the artist. Moses brought the audience into the show.”

**George:** “Much invented YouTube, dude. Speakers’ Corner WAS YouTube. People would come in and say and do unbelievable shit on the corner of Queen and John. And then it would air on a TV show.”

**Erica:** “All the different things: Speakers’ Corner, the window that opened and let fans come in, and also the letters—when people would write letters at the time, because they couldn’t email yet, we would hold them up. It was social media: the connection between the audience and the show. It created such loyalty to the brand that was MuchMusic. It was an amazing place to work.”

**Rick the Temp:** “It was a magical time. We were lucky—we really created something different, something unique...all those years ago.” □

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Hadid wears her favourite nude lipstick, Maybelline New York Color Sensational Creamy Mattes in Nude Embrace (\$10, at drugstores and mass-market retailers), to balance out a bold blue eye. Metallic turtleneck (Misha Nonoo, shop. mishanonoo.com), silver earrings (Malorie Urbanovitch, malorie.ca), polycarbonate, pearl and kunzite ring (Claudio Pino, pinodesign.net) and polymer and computer-keyboard-film ring (Paola Mirai, paolamirai.myshopify.com)

# G I G I B Y T E

*The supermodel of the future is here.*

*By Vanessa Craft Photographs by Max Abadian*

**JELENA "GIGI" NOURA HADID ARRIVES ON-SET FOR HER** cover shoot with ELLE Canada as low-key as a photographer's assistant. Wearing a black leather biker jacket, leggings and sneakers, the 20-year-old slips into our West End Toronto studio with little fanfare. She says a quick but friendly hello to the crew and then heads over to wardrobe to change before hair and makeup. This quiet entrance belies the star power behind one of the world's most influential models.

Hadid's most beguiling images often centre around her aquamarine eyes. There's a gentle detachment to her gaze, an air of mystery. When asked what the secret is to taking a good picture, she pauses and then admits there is a certain art to it. "You learn what looks good," she says. "And then, sometimes, you can turn the tables and only do things you know make you look good so you're always happy with what comes out. You learn what things to think about to make your eyes light up." When pressed, she politely demurs on just what exactly those things are. (Her boyfriend, Joe Jonas? Her beloved >









Make a statement with a rich, dark mouth using Maybelline New York Color Sensational Lipstick in Plum Perfect (\$10, at drugstores and mass-market retailers) and pair with graphic nails; try Maybelline New York Color Show Nail Lacquer in Neutral Statement (\$4.49) for maximum impact. Polyester dress and polyester sweater (Maticovski, [tonimaticovski.com](http://tonimaticovski.com)) and silver earrings (Malorie Urbanovitch, [malorie.ca](http://malorie.ca))

## "I CAME INTO FASHION AT A TIME WHEN THE INDUSTRY WAS READY FOR MY LOOK. I DON'T BELIEVE IN LUCK, BUT I DO BELIEVE IN TIMING."

family? Her skyrocketing career?) Perhaps us not knowing is part of what makes Hadid's images so compelling. Her beauty effortlessly blurs the line between commercial (she's a *Sports Illustrated* star) and high fashion (Tom Ford anointed her the face of his Velvet Orchid fragrance), something she has in common with certain other models who hit stratospheric levels of success. (See: Cindy Crawford, Gisele.)

Hadid's first look out of wardrobe is a silver Misha Nonoo minidress, with a neckline cut to the waist, that renders everyone speechless. The stunned silence for this otherworldly space-age stewardess doesn't last long, though. As per her request, a mix of friend Taylor Swift's albums blasts from the speakers, inspiring her to ham it up on camera. "When we go crashing down, we come back every time / We never go out of style," she lip-synchs with a grin. The set becomes a daytime dance-off, and the entire crew gets sucked into the party atmosphere. It's fun, and Hadid is charming as she dances and turns it up. But as playful and relaxed as this scene is, one thing is certain—she is aware of it. It would be impossible for her not to be when half of us are photographing her being photographed to post on social networks later.

This heightened awareness is the key difference between modelling today versus in the past. There is no such thing as dancing like no one is watching. Someone is always watching. Take Hadid's highly conspicuous entrance the night before the shoot to a rooftop party in Toronto for Maybelline New York. She arrived with then-brand-new beau Joe Jonas in tow and mingled in a swarm of camera-phone-wielding beauty editors, television media and bloggers. Images of Hadid wearing a white tux jacket by Canadian designer Smythe and graphic white eyeliner instantly appeared on Periscope, Instagram and Twitter. The Joe Jonas thing was big news; it was one of the first times they could be "verified" as a couple in public. (Model Cara Delevingne, a close friend of Hadid's, officially confirmed the relationship a few weeks later with an Instagram photo of the pair, who were by then serious enough for her to dub them "G.I. Joe.") By the next day, shots of Hadid holding a pink curly straw had gone global, helped in part by her own party selfie, which garnered 334,000 likes and comments like "My life, my screensaver!" "I'm obsessed!" and "Eyeliner goals!" from rabid fans.

Hadid loves social media for this exact reason. "Now you can be someone's favourite model because of how they connect with you on Twitter," she explains, "or because of your sense of humour, or what you believe in, or your willingness to stand up for certain things."

Much has been made of Hadid's social-media prowess (she has six million Instagram followers)—she knows that this presence helps separate her from the competition. "I can be so different from another blond girl," she says when asked about the opportunity to be seen through more than one lens. "Finding what's different about you and really showing it off creates a new level of connection between you and the people supporting you."

The modelling game has changed. It's not enough to have glossy blond hair or a body reminiscent of juicy '90s-bombshell-era women, such as Claudia Schiffer. Hadid, a self-described "total goofball," is a clear leader in a generation that finds value in making genuine connections. To succeed, you have to have a personality *and* a strategy. "When I go into a job, I want to touch people," she says. "I want to make a connection. That's so important in creating relationships, and relationships are what create opportunity."

Certain developments solidify a modelling career: getting an agent, walking the runways in Paris. But the motherlode is a lucrative cosmetics contract. Hadid reached that milestone when she was signed as the face of Maybelline New York. "That was one of our goals," Luiz Mattos, her agent at IMG, tells me over the phone. "We sat down together and planned where we wanted to go. We knew the potential." Mattos describes Hadid's image as "all-American, wholesome, healthy and sophisticated."

This image, and her multicultural background—she has Middle Eastern and Dutch parentage—is perhaps why Hadid connects so well with the all-important Generation Y. "I came into fashion at a time when the industry was ready for my look," says Hadid. "I don't believe in luck, but I do believe in timing."

Leonardo Chavez, global general manager for Maybelline New York, calls Hadid "the perfect emblematic It girl." Unsurprisingly, her ability to connect with women was a significant factor in sealing >



# ELLE CELEBRITY

A metallic shadow on eyes is a guaranteed showstopper (or party starter). For a similar look, try Maybelline New York Eye Studio Color Tattoo 24HR Cream Gel Shadow in Bold Gold (\$9, at drugstores and mass-market retailers). "Cady" top (Mugler, [muglerusa.com](http://muglerusa.com)) and acrylic and steel studs (I Still Love You NYC, [istillloveyounyc.com](http://istillloveyounyc.com))







Well-groomed brows are the perfect accessory. Maybelline New York Brow Drama Pro Palette (\$17, at drugstores and mass-market retailers). Skin was prepped with Maybelline New York SuperStay Better Skin Foundation (\$15). Silk, latex and patent-leather top (Mikhael Kale x ELLE Canada collaboration), crepe pants (Misha Nonoo, [shop.mishanonoo.com](http://shop.mishanonoo.com)), acrylic and steel studs (I Still Love You NYC, [istillloveyournyc.com](http://istillloveyournyc.com)) and sterling-silver ring (VOJD Studios, at Rue Pigalle, [ruepigalle.ca](http://ruepigalle.ca))



## "WE WANT TO BE THE GENERATION AND THE GROUP OF FRIENDS KNOWN FOR SUPPORTING EACH OTHER."

the deal, he says. She engages with them "in a way that advocates positivity and promotes confidence."

On-set, we witness just how easily Hadid cultivates relationships. ELLE Canada asked Toronto-based designer Mikhael Kale to create a custom #Gigi shirt for our shoot, and when he personally comes by to drop off the white satin crop top, Hadid can barely contain her excitement. She gushes over his work, says she's thrilled to wear a handcrafted piece of his and asks him to consider making her something for the upcoming MMVAs. Within 10 minutes, they've exchanged details and made plans.

A week later, Kale flew to New York City (where Hadid is based) for a consultation and eventually made her a slinky beaded outfit with #Hadid on the back for the awards show. "She's just a lovely person," he says, his voice warming over the recollection when we chat on the phone a few weeks after the shoot. "The first time we met was that day on-set. I went in for a handshake, and she went in for a hug! She's very down-to-earth and level-headed—you can tell she was raised right."

Hadid's upbringing often comes up when those in the industry talk about her. The daughter of real-estate mogul Mohamed Hadid and former model Yolanda Foster (now divorced), Gigi, sister Bella and brother Anwar were brought up in the wealthy setting of Malibu, Calif. Hadid began modelling when she was just a toddler (her first gig was for a Guess ad), but when she was nine, her mother took her out of the business and put her into sports like volleyball and horseback riding instead. This, insists Foster, is why her daughter remains grounded to this day—she didn't always get the wins or results she wanted. "It made her a hard-working competitor," she says in an email, "so now when she puts her mind to something, she won't let go until she gets it." Foster finds it "hurtful" when people chalk up her daughter's success simply to privilege. "She has tenacity and great integrity, and she works hard to be the successful and financially independent young woman she is."

Foster, a personality on *The Real Housewives of Beverly Hills*, is no stranger to the camera. When, as a teen, Hadid stepped back into modelling, Foster gave her the gospel on how to manage her career. "I told her 'The industry is full of the most beautiful girls in the world who deserve the job as much as

you do,'" she says. "To stand apart, Gigi would need to share her heart and be authentic, honest, kind, humble—and, most importantly, always be grateful to be chosen. People won't remember what you look like or what you said, but they will remember how you made them feel."

These words have resonated, it seems. For Hadid's birthday last April, she asked friends and family to give her McDonalds gift cards instead of presents. This, she said (on Twitter), was so she could keep them in her wallet and hand them out to those she passed on the streets of New York who were in need of a meal. Hadid is also not really a girl who goes hardcore on a night out, preferring instead to stay out of the scene when she can. A few months ago, she Instagrammed a meme of Kourtney Kardashian's son out at an event asking his mom if they could go home. Tagging fellow model Kendall Jenner, she added the comment "Us at parties after 11pm?" Jenner is a close friend of Hadid's, along with Delevingne, Karlie Kloss, sister Bella, Hailey Baldwin and Taylor Swift—a veritable who's who of quarter-century power players. But Hadid insists the dynamic in her high-profile friendships centres around encouragement, not competition. Interestingly, the group discusses this as a tactic for success, both personally and professionally. "We talk about it a lot; it's a conversation we often have," she says. "We want to be the generation and the group of friends known for supporting each other. 'Squad Goals' is a big social-media thing right now, and that's what we want to inspire in other groups of friends—to be proud of the power you all have when you're together, which can be amplified so much by each person. That's what has been cool about everyone's willingness to be there for each other, and we don't want to be like other generations who are infamous for their cattiness. That was cool and it worked for them and they were great. We just want to be the new generation."

After numerous outfit changes, makeup tweaks and a quick FaceTime between Hadid and her mom, our shoot is a wrap. She rushes off to the airport for her flight back to New York while the rest of us remain, reviewing the shots. The buoyant, positive feeling that comes from a day spent making magic on-set stays with us for hours afterwards—proof that (Gigi's) mom really does know best. □





Traffic-cone nails act as playful beacons for a killer outfit. Maybelline New York Color Show Nail Lacquer in Orange Fix (\$4.49, at drugstores and mass-market retailers). Metallic knit dress (Misha Nonoo, [shop.mishanonoo.com](http://shop.mishanonoo.com)), silver earrings (Malorie Urbanovitch, [malorie.ca](http://malorie.ca)), sterling-silver and zircon ring (Noritamy, at Rue Pigalle, [ruepigalle.ca](http://ruepigalle.ca)) and silver ring (VOJD Studios, [vojdstudios.com](http://vojdstudios.com)). Right: Hadid's ombre lip comes courtesy of Maybelline New York Lip Studio Color Drama Blur in Cherry Cherry Bang Bang (\$12). Makeup, Grace Lee, lead makeup artist for Maybelline New York (Canada); hair, Vittorio (Plutinogroup.com); nails, Leeanne Colley (P1M.ca); beauty direction, Vanessa Craft; fashion direction, Juliana Schiavinatto (P1M.ca); art direction, Brittany Eccles





THE FIRST TIME I CLUED IN TO THE SERIOUSNESS OF MY DAD'S ILLNESS WAS IN FEBRUARY 2012, WHEN I GOT AN EMAIL FROM MY MOM. "JUST A HEADS-UP THAT DAD ISN'T DOING AS WELL AS WE EXPECTED," SHE WROTE. "HE'S IN A LOT OF PAIN...." DAD HAD BEEN HAVING A FEW "HEALTH CONCERNS" FOR A COUPLE OF YEARS, BUT NO ONE EVER CAME OUT AND USED THE WORD "CANCER."

But this email was different. A sinking feeling came over me as I stared at the words on the computer screen. My MacBook Pro, which had been a tool for so many productive things—writing and editing, TED talks and Jon Stewart—became a harbinger of devastating news. My body had a physical reaction, like the wind had been knocked out of me. I felt sick. I also felt an unexpected relief. My dad had been suffering more than I knew, and I sensed that this was the beginning of the end.

Watching a loved one suffer is a painful—and individual—experience. He was my mom's husband for 50 years, my nephew Adam's grandpa, my cousin Mike's uncle, but he was my dad. I was angry and frustrated, but I was also comforted by the buffer zone the electronic communication provided.

A trip from Toronto to Melville, my hometown in Saskatchewan, followed that "Dad Update" message. There were difficult conversations with my mom, the doctor and my nephew and his girlfriend, Kelsey, who had made the trip from Alberta. We sat at his bedside watching the Canadian curling championships on a crappy little TV while I texted my siblings with updates on his lack of improvement. When Adam and I returned to our respective homes, the emails continued. The messages got heavier as my dad got sicker, until he passed away—16 days after that initial note.

Our family spans the country from Ontario to British Columbia. We text, email, phone and Skype. Our communication is often condensed, abridged and electronic. There is a strange power in virtual communication that sometimes makes difficult things easier to say. Or type, rather. And even though we are miles apart, it's technology that allows us to be connected so that we can be together, alone.

**From:** "Mom&Dad"

**To:** "Lana"

**Sent:** Tuesday, February 14, 2012, at 3:59 P.M.

**Subject:** Dad Update

Hi, Just a heads-up that Dad isn't doing as well as we expected. He's in a lot of pain, and the Dr. ordered a higher level of morphine for him. I'll be going back to see him in about a half hr & check if that helped any. In the meantime, he ordered a dozen roses to be sent to me for Valentine's Day through Mike K., who picked them up & delivered them from the florists, as a surprise. The card says "Happy Valentine's Day, Marg. From Ted & the family." So thank you for the roses, via your dad, the sweet & lovable man that he is. I took pictures of them to show him when I get to the hospital tonight.

Lots of love,  
Mom

**From:** "Lana"

**To:** "Mom&Dad"

**Sent:** Tuesday, February 14, 2012, at 5:05 P.M.

**Subject:** re: Dad Update

Well, Happy Valentine's Day! And thanks for the update. I know Adam is planning to come and visit, but I'm going to look into flights too.

Talk soon.  
Love, Lana xo

**From:** "Lana"

**To:** "Adam"

**Sent:** Tuesday, February 21, 2012, at 6:22 P.M.

**Subject:** En route home...almost

Flight is delayed. Oh well. More time to sit and think...like that's what I need. :-p It sucks to have to go through this, but I am so glad you were there. At least we can share this shitty experience. You are one of my favourite people. Let me know what else you find out from Doc Eskwicheatech.

Big hugs. Auntie L >

Each month, we ask a Canadian writer to share a story about a significant "first" in his or her life. Lana Pesch chose to write about the first time she realized, via email, that her father was seriously ill. Pesch's debut short-story collection, *Moving Parts*, was released in October 2015.

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**From:** "Adam"

**To:** "Lana"

**Sent:** Tuesday, February 21, 2012, at 6:22 P.M.

No condition change to speak of since you left. Dr. Eschewksherpants didn't come back, but I'll talk to him tomorrow. Kelsey and I are about to read Grandpa one of your stories for a bedtime story. How's that for sentimental!

Love, A

**From:** "Lana"

**To:** "Adam"

**Sent:** Tuesday, February 21, 2012, at 8:22 P.M.

Make sure you get some alone time with Grampa. It helped me a lot. Just to tell him how much I love him and that he's the best dad anyone could ask for and that it's hard to see him in pain. He just smiled. He said the pain wasn't too bad. And he said I was doing a good job! Simple. Basic. Meaningful. Moments. That's all that life is, really.

**From:** "Adam"

**To:** "Lana"

**Sent:** Tuesday, February 21, 2012, at 11:36 P.M.

**Subject:** re: En route home...almost  
Sometimes I hate that you're a writer! That email makes me well up—had to read it over and over again till it got easier to reply.

*Sent from my iPhone*

**From:** "Lana"

**To:** "Adam"

**Sent:** Tuesday, February 21, 2012, at 11:38 P.M.

Boarding now. I think we're pretty numb to any shocking or scary news, but I still want an update from the good Dr. Eschanoolavetz before you leave for Edmonton.

**From:** "Adam"

**To:** "Lana"

**Sent:** Tuesday, February 21, 2012, at 11:42 P.M.

Will do. And yes, not sure what would be new or shocking anymore. Dr. Eshnuffalupogus seems to know what he's doing, as much as he (or anyone) can do.  
*Sent from my iPhone*

**From:** "Adam"

**To:** "Lana"

**Sent:** Wednesday, February 22, 2012,

at 10:55 P.M.

**Subject:** Stage 4

Well Grandma and Kelsey went home earlier than I did, so I got to take care of him, which I thought was pretty awesome in a weird way. Said a bunch of what needed to be said and he said some things that were just way too damn sweet, then I waited in the parking lot crying uncontrollably for my ride. (K is still quite awesome.) Re: prognosis. Dr. Eshawashcopepahyfe finally said it. Stage 4. If you Google "undifferentiated transitional cell carcinoma" (quotation marks needed), there are a lot of case studies. He says it's probably going to spread (that's kind of the definition of cancer, after all), likely to a lung, but not life-ending since Grandpa "can live with one lung."

Love you, A

**From:** "Lana"

**To:** "Rami"

**Sent:** Friday, March 2, 2012, at 10:48 P.M.

**Subject:** Some news

Hey Rami,

Well. I am writing with a bit of sad news. I won't be able to attend next week's writing group as my dad passed away yesterday (March 1st) morning. I'm heading back to SK on Saturday. The funeral is Wednesday. Very glad I took your advice and was able to have a good visit, say goodbye. He was in very good spirits considering the circumstances. I feel like I've been dealing with this for the last while so the blow isn't as bad as it could be. But still. Fucking cancer. I'll be there for at least two weeks, maybe longer to help my mom sort things out. Please tell the group to meet without me on the 7th. It only seems appropriate.

Lana xo

**From:** "Rami"

**To:** "Lana"

**Sent:** Friday, March 2, 2012, at 10:55 P.M.

**Subject:** re: Some news

Oh Lana! So quickly! I am sorry. But glad that you got to be together. It will be pretty surreal for some time, I think. Of course don't worry about the writing group this month. I wish you smooth travels tomorrow and peacefulness throughout. There will be lots of different feelings that come, I expect, to be welcomed and let go.

Much care,

Rami

**From:** "Lana"

**To:** "Mike"

**Sent:** Friday, September 21, 2012, at 3:06 P.M.

**Subject:** Hi hello + a new story (contest winner)

Hope this finds you well and falling headfirst into fall. Sending this while it's top of mind, before I forget. The attached pdf is something I wrote for a class I took last spring. I think you might like it.

Death sure gives you a new perspective, don't you think? Dad's death is with me every single day. It's his passing that, I think, has had a lot to do with me following my heart. Life is change, and the loss of a parent is a strange and difficult rite of passage. But I also think I've lost some of that perspective since March and want to get it back. i.e., don't sweat the small stuff, it's just a ride, etc. Any advice?

The changing of the seasons seems to be the perfect time to tell people how much they mean to you, so thank you for being you. Corny but true! Was great to reconnect at the funeral...of all places. Also, we've been trying out a mostly vegetarian diet since June. (Oysters excepted.) A fun experiment.

Much love, Lana

**From:** "Mike"

**To:** "Lana"

**Sent:** Saturday, September 22, 2012, at 5:06 P.M.

Your story and email got here when I needed a breath of fresh air. Thank you. And congrats. As far as rites of passage go, you've summed that up well. Life is definitely change. Like both of our dads, we had the time to say goodbye. We had time to let them know how much we cared and how much we loved them. Some will say that cancer (or other diseases) is slow and painful and a terrible way to go, but it's not a reversible choice. Take the best of the last days with your dad, etch them in your brain and play them in your happy place when needed. Works for me, and that's paraphrased from the shrink who worked me through my bumps.

You know...when you think about it...this cousin thing is nearly perfect. You love to write and I love to read. Keep up the good work. Say, what wine does one pair with a vegetarian diet? Red with mushrooms, white with tofu, champagne with Snicker Doodles? I'll keep the rest of the cheap-assed comments for a face-to-face.

Love, Mike ☐

# LISE WATIER

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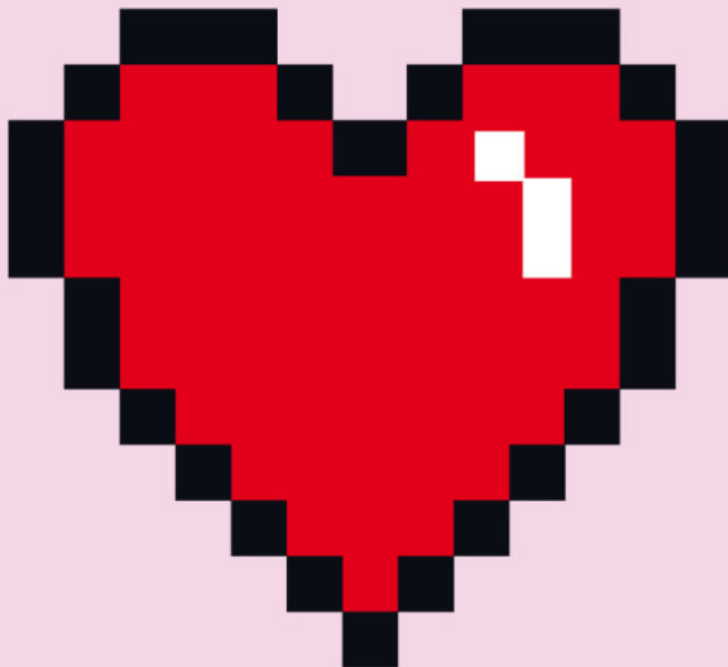


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# TALES OF LOVE IN THE DIGITAL AGE

*Three (very different) stories about how the Internet has changed the way we do romance.*

**SIDE-SWIPED** Yes, famous people use Tinder. It doesn't mean they're any good at it either. Lisa Bucher shares her tale.

I didn't know he was a professional athlete when I swiped right on Tinder. He was just a hot guy who was 12 years younger than me. I was flattered that he was into me, but, at the same time, I was cynical. I couldn't understand how a celeb, who had so many women crushing on him and openly professing their love for him on social media, could need to search out women.

He was in the middle of training and would soon move 500 kilometres away for the upcoming season. We messaged for almost a week before meeting, communicating by Facebook since he wouldn't give me his number. Google images has a decent-sized collection of his alleged correspondence with women via text message—I guess he wanted to prevent it from growing.

I invited him to join me at an invite-only fashion show. However, a casual date for a regular person like myself was a big commitment for him. Possible media coverage of our time together had to be taken into consideration, so our plans were centred around his Toronto home.

His need for secrecy while getting to know someone was hard to process.

A week after our whirlwind romance ended rather abruptly (he wanted to call the shots; I wouldn't let him), I liked one of his photos on Instagram. Out of 5,999 people who liked it, he noticed my like and blocked me. Ordinary people and celebs may have different dating rules, but when it comes to the end...the rules are much the same.

**HEART ON (THE) LINE** You know those miraculous tales of people who meet their spouses online? It actually happened to Toronto-based screenwriter Alexandra Clarke. And get this: Her now husband was her first-ever match. So why did she forbid everyone from mentioning how she and social worker John Woodley met during the speeches at their wedding in May 2014? Allow her to explain....

"In 2011, I moved back to Toronto after five years spent working in New York. I was in my late 20s, and all of my friends were settled down. One Saturday, I was sitting alone in my condo when this cheesy ad for eHarmony came on ▷

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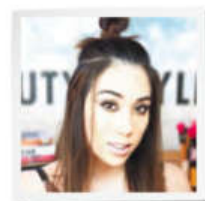
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TV. They were offering a free weekend, and I was like, 'I'll try it,' even though I hated the idea of online dating. I wanted destiny, eyes meeting across a room and just knowing it was fate.

"A guy named John was my first match, and he messaged me right away. He'd actually been living in South Korea and had just moved to Toronto; he'd signed up for the free weekend as well. I didn't really take it seriously, so, although we'd email back and forth, I always took my time replying to him. He kept on pursuing me, and we finally had our first date. It was really fun, but we both left not really knowing how to read the other person. John texted me again and we made a brunch date—for which I was three hours late. I think subconsciously (even though I really liked him) I was trying to sabotage it because of the whole online-dating thing. I actually went on two other dates with men from eHarmony, and they were so brutal I was like, 'I should really text this John guy back.' We made it official a few months later, but it was a slow progression.

"John is super-open about how we met—for him, online dating was just another way to make connections in a new city. As for me, for the whole first year of our relationship, I told everyone that we met at a bar. (Technically, we did: Our first date was at Bier Markt.) Eventually, I told most of our close friends the truth, but at our wedding, in May 2014, I still asked everyone not to mention how we'd met in the speeches. My dad had always seemed a bit embarrassed about it too, so he was the one person I didn't forbid—and, of course, he spilled the beans!

"I still have a hard time telling people how we met, even though that's how I found the love of my life. So I cling to all the weird connections I found out we have—like how I used to spend my summers at my grandfather's cottage in Muskoka and John actually went to the summer camp across that same tiny lake—and I tell myself that online dating was just destiny's way of telling us what our hearts knew all along." **AS TOLD TO SARAH LAING**

**HE SAID/SHE SAID** Two YouTubers, Canadian beauty maven Eman (@emanmakeup) and Brazilian vlogger Alex (@alexmadecosta), now both based in L.A., talk us through what it's like to share their relationship with a combined 500,000 subscribers who

#### **PUSH YOUR BUTTONS**

If you're in a stable relationship and under 35, science says that there's a one in two chance that you and your significant other sext on the reg, according to a study of 6,000 people jointly commissioned by Relate, Marriage Care and Relationships Scotland.

#### **NEW YEAR'S RESOLUTIONS MUCH?**

The first Sunday of the year is the biggest day of the year for online dating sites. The busiest time is between 5 and 8 p.m.—just when those cravings from your vow to quit sugar in 2016 kick in.

#### **NEW KID IN TOWN**

Launching in Vancouver this fall (it came to Toronto earlier in 2015), Coffee Meets Bagel is the newest app Canadian singletons can use to find love in a wireless place.

You sign up, get one "bagel" (a.k.a. match) a day and you have 24 hours to accept it. If you and your "bagel" both say yes, you can chat for seven days before the baked good goes stale and the window closes.

tune in to watch them get coffee, go on vacation and just generally hang together.

**EMAN** "We 'met' on YouTube. Around January of this year, Alex found my channel and, to get my attention, he got his viewers to leave comments on my videos."

**ALEX** "Eman's video randomly popped up on my YouTube feed. I was instantly intrigued. I spontaneously decided to ask my viewers to comment on her latest video. She got over a thousand cheesy pickup lines in a few minutes."

**EMAN** "I was so confused. But I checked out his channel and he was really cute, so after hundreds of comments, I had to go on a date with him!"

**ALEX** "We weren't sure if we wanted to have our relationship out in the open for a while; we kept it behind the scenes for around seven months before posting our first video together in July."

**EMAN** "You're opening the doors for people to have an opinion on your personal life. But Alex is such a big part of my life, I couldn't make videos and not include him."

**ALEX** "We are still setting boundaries. We have to be really mindful of how we act in our videos. If I make fun of Eman, for example, even if it's in a really loving way, her subscribers might actually get mad at me."

**EMAN** "I just discovered the term 'shipping.' It's when someone is totally invested in your relationship and they 'ship' you. [This is people writing fan fiction about celebs or fictional characters they want to see together as a couple.] People started leaving that in my comments, and I had no idea what it meant. It's sweet because it comes from a good place."

**ALEX** "We are workaholics. Our dates consist of us brainstorming ideas for future videos while having dinner. It's great to have someone get it when you say 'My thumbnail looks awesome.'"

**EMAN** "The downside is that if something goes wrong with the relationship, I'll be stuck having to share that too because my viewers are going to ask so many questions and they won't stop until I answer them."

**ALEX** "Random people in public who see us vlogging always think we're trying to take a selfie and ask if we need help."

**EMAN** "You get to share something with someone that no one else really gets. Plus, in the end, we have all these great home videos that we can look back at." □



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# SIGNED, SEALED, DELIVERED

*How putting pen to paper can boost your friendships—and your cursive-writing skills.* BY SARAH LAING

**C**onfession time: I have a secret shame hidden in the bottom of my dresser drawer. Every time I reach in for a pair of socks, there they are, hundreds of them, their number multiplying with each passing month. They are blank greeting cards, and I don't know what to do with them.

It wasn't supposed to go this way (and, fine, there aren't hundreds of them—probably more like 50 or 60). When I signed up for a monthly stationery subscription called Happy Mail last fall, I was excited, anticipating the warm glow I would feel when I turned into one of those people who dash off thank-you cards and witty bons mots to far-flung correspondents. (An engraved Mont Blanc fountain pen featured heavily in these fantasies.)

The subscription was a new launch from a crafty blog I've long loved called A Beautiful Mess, and the \$15 I'd be spending each month seemed like a small price to pay for upgrading my international relationships from epic WhatsApp chains chock full of emojis to proper "correspondence." After all, what's the use of having best friends in Australia and family in South Africa if it doesn't generate an epic paper trail and a stamp collection that would make a philatelist salivate? And, if we're really getting sentimental, I suppose it also felt like a way to make those relationships seem a little more tangible—receiving something that a friend or my grandmother had actually handled, touched and written on might make it feel a little less like those bonds were loosening over time. ▸



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Six months later, I have used maybe three of the cards (one wedding, two new babies) and sent exactly zero through the actual mail. And because I signed up for a year, each month a cardboard envelope arrives, filled with a dozen or so adorable, cheery cards emblazoned with such endearingly pun-y sentiments as “Winking of you” and “You’re Swanderful” (accompanied by graphic eyes and swans respectively). I feel like the ultimate curmudgeon for not doing all I can to release that sort of infectious, joyful thoughtfulness into my universe.

For the first few deliveries, I’d tear open the envelope as soon as I got it, sifting through the cards and mentally bookmarking friends who would get a kick out of a card with a pretzel on it that says “You’re twisted...but I love you” or one that has “You da best” in big block letters. I’d even pop a couple in my bag so that I could write them out on the train on the way to work—only to find them, crumpled and stained, at the bottom of my bag three months later. Lately, though, I’ve been dumping the new unopened instalments directly into the recesses of my cupboard because having them out reminds me that I’m an awful human being who can’t get off Instagram long enough to congratulate a friend on her engagement in a way that doesn’t involve an iPhone. My spirit is willing, but my will to go out and actually buy stamps is weak.

And I’m not alone in my inability to send out letters. Canada Post is expected to deliver 25-percent fewer items in the next five years—and that includes the growing number of packages that online shopping is injecting into the system. At the same time, receiving letters is becoming less convenient (and a little more soulless) as hulking community mailboxes are phased in and door-to-door delivery is phased out—silencing, for most Canadians, the *thunk* of a pile of bills and flyers landing on the doormat.

While that’s happening, however, there has been an increase in op-eds and think pieces mourning the death of the letter-writing tradition: *The Guardian*’s Charlotte Higgins noting how her own “letters from friends” drawer stopped filling in 1997, around the dawn of email, and mourning that loss; *The New York*



## PEN-TIED?

Get your ink flowing with inspired lines from famous letters.

### WISH YOU WERE HERE

*“I composed a beautiful letter to you in the sleepless nightmare hours of the night, and it has all gone: I just miss you, in a quite simple desperate human way.”* — Vita Sackville-West to Virginia Woolf

### BREAKING A BIT OF BAD NEWS

*“I will not say that your mulberry trees are dead; but I am afraid they’re not alive.”* — Jane Austen to her sister Cassandra

### A LITTLE ENCOURAGEMENT

*“As Buddha says: Live like a mighty river. And as the old Greeks said: Live as though all your ancestors were living again through you.”* — Ted Hughes to his son Nicholas

*Times*’ Mason Currey devoting thousands of words to his worries over the effect that letter writing’s decline is having on the creative lives and legacies of writers; *Vogue*’s Jami Attenberg raising the alarm over the replacement of love letters with sexting. The same rallying cry, over and over again: We need more letters! Somebody write more letters, for the sake of the planet! Anybody?

This is why a mini-renaissance in all things handwritten almost feels inevitable. Many of us have felt the hollowness of the “like,” and some are actually putting pen to paper to do something about it—or are trying to.

## HOW TO WRITE A LETTER

*Etiquette expert Karen “Manners Are Sexy” Cleveland offers a modern lady’s guide to penning the perfect piece of post.*

**1. DO A TEST RUN.** “Grab some scrap paper and test out what you want to say. This avoids wasting precious stationery when you’re stuck with what to say or how you want to articulate yourself” **2. SET ASIDE SOME TIME.** “While it takes literally seconds to fire off a text, writing a letter takes time. Plan to sit down (fancy that!) and commit to a few moments of time. I like to write a few letters at a time, as it’s easier once you get into a groove. Some good music, a cozy spot and some tea or wine don’t hurt, either.” **3. BALANCE YOUR MESSAGE.** “The best letters strike a balance of updating the person you are writing to and inciting a discussion with a few questions. If you carry on ad nauseam about yourself and don’t bother to ask a few questions of the recipient, it might come across as a bit self-important.”

**TO THE LETTER** Take Andrea Raymond of Toronto, for instance. It wasn’t out of character for the 39-year-old to send out a card or two “just because,” so when she saw a “write a letter every day for 60 days” challenge on Instagram, it piqued her interest. It was January 2014, and she thought it would make a fun New Year’s resolution. So fun, in fact, that when Raymond managed to complete the 60 days—aided by writing prompts and ideas issued daily by the New York stationery company running the challenge—she and a group of women she met on social media through the challenge decided to see if they could make it 365 days. Over a year ▷





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later, Raymond has found herself with a daily-letter-writing habit.

"It's a time for me to be meditative," says Raymond, who corresponds with between 20 and 30 people every month. "Putting pen to paper forces you to slow down, pause and reflect on what you're going to say, which you might not do if you're dashing out a text." She also feels that using ink versus a keyboard changes the quality of what she writes, since there's a permanence she associates with paper that makes her consider her words more carefully. (Science backs Raymond up, by the way: A 2008 study in the *Journal of Cognitive Neuroscience* had a group of adults learn new characters and reproduce them either by hand or on a keyboard; they were then asked to distinguish between these new characters and their mirror images. The participants who'd produced the characters by hand, rather than by keyboard, seemed to have a longer-lasting recognition of them.)

While a portion of Raymond's correspondents are family and friends, many of the people to whom she writes are fellow letter lovers she met via a small but vibrant online letter-writing community. (Just search the hashtags #snailmail, #write\_on and #snailmailrevolution or visit the website for the Letter Writers Alliance or LWA, which was founded by friends Kathy Zadrozny and Donovan Beeson in 2007, to get connected.) Many of her conversations—like the ongoing one she has with a German au pair living in Sweden—are what she calls "cultural exchanges," a sharing of each other's customs and traditions. When commencing a new correspondence, Raymond and other letter writers often rely on "mail tags," a series of questions to answer (like "Chocolate or vanilla?" and "4 things you do on a lazy day?"—you can find more ideas on the LWA website) that serve as an ink-based icebreaker of

sorts. "It struck me that we have to use technology in order to connect *not* using technology," she says. "Because how else would you revive snail mail now except through the Internet?"

Raymond, who works full-time in the arts-and-culture

sector, enjoys decorating her envelopes and loves thinking about the joy her pen pals get when they open their mailbox and see something other than a bill. She is also contributing to the community in another way: This year, she launched Q&A Letterbox, one of Canada's first stationery-subscription services. For \$12.50 to \$15 a month, subscribers get three Canadian-made cards and one "goody," like washi tape or a pen. Regardless of whom Raymond is writing to, she follows a simple mantra: "What can bring a little love to their mailbox?"

In many ways, Raymond is representative of letter writing's real future: people for whom it is a "hobby"—a creative endeavour rather than a practical necessity. There aren't enough people like her to really call it a "movement," but a community of the committed certainly exists online, knit together by organizations like the LWA. With a current membership of 8,000, the website creates a space where letter lovers can meet and arranges pen-pal matches between members based on their interests. Even though they add about 20 members a week—from tightrope walkers to farmers—the founders are reluctant to call letter writing "a trend."

"Letters have been around since paper was invented!" says Zadrozny. "Where I do see interest growing is with kids. When we did a letter-writing event at a festival recently, the majority of the people in our tent were under the age of 15. It was amazing to see these young kids get inspired while tapping out a note on a typewriter or decorating an envelope to mail off to a friend. There is a moment where it just clicks—there is this light of >



**The write stuff** From top: Mechanical pencil, Waterman (\$69.70, at amazon.com); fountain pen, Mont Blanc (\$1,000, montblanc-boutique-montreal.com); ballpoint pen, Lanvin (\$120, NET-A-PORTER.com)

## STATIONERY SHOP

*Yes, your beautiful words are what's really important, but half the fun of handwriting a letter is the pen and paper with which you do it. We tapped Liz Chan of Toronto stationery spot Wonderpens for her recommendations on the top letter-writing tools.*

**THE PEN** "The Kaweco Sport or the Lamy Safar are good starter fountain pens. For someone who is willing to spend a bit more, the Waterman Hemisphere is a classic." **THE INK** "Choosing ink can be a very personal thing. What does it say about you if you like lush, rich, deep blue or golden brown or dusky purple? Sometimes people can be recognized for not only their handwriting but also a distinctive ink colour." **THE PAPER** "Try Japanese stationery—it's beautiful and smooth.

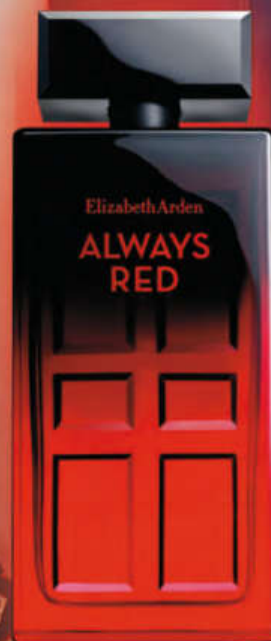
For a classic, elegant look, go for French stationery, like G. Lalo. It's textured and thick and comes in ivory or white." **THE PENMANSHIP** "It's all muscle memory in your fingers, so the more you practise, the better you get. Schoolchildren in France learn cursive writing on ruled paper that has a bunch of lines that help each letter to be uniform and consistent in size. Practise 'a' over and over so that your fingers get used to the shape."

An advertisement for Elizabeth Arden Always Red fragrance. Three women are featured: a blonde woman in the center wearing a black cut-out dress, a blonde woman on the left in a black dress with a patterned bodice, and a dark-haired woman on the right in a black leather dress. They are all looking towards the camera with confident expressions. The background is dark with red lighting accents.

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**HAPPY MAIL** A collection of cheeky, cheery cards, notebooks and art prints (\$15 a month, [shop.abeautifulmess.com/happy-mail](http://shop.abeautifulmess.com/happy-mail))

excitement in their eyes that is just stunning.” That said, the majority of LWA’s membership is between the ages of 18 to 27 and 45 to 65.

“This bookend of ages makes sense when you think about it,” explains Zadrozny. “The younger group is when you go away to college and right before you start your career. The other end of the age group is when your kids go away to college or when you retire from your job.”

## THE POWER OF THE POST

British historian and author Simon Garfield has found another way to draw people to letters. Not only has he written a book called *To the Letter: A Celebration of the Lost Art of Letter Writing*, where he pays impassioned tribute to the value of handwritten communication, but he’s also one of the minds behind Letters Live, a hugely popular event in the U.K. that recruits celebs (Benedict Cumberbatch! Jude Law! Ian McKellan!) to read passages from famous epistles past.

Over the phone from his home in England, Garfield assures me that I’m not alone in my desire to write letters yet complete inability to actually do so. He describes the people who come up to him after a Letters Live event,

and it’s like he is describing my own thought process: First, they bemoan the fact that all we do these days is email. Then they say how inspired they are when they hear a famous letter read aloud and how it reminds them of what we’re losing in our age of instant, easy communication.

“People realize that they miss the warmth of letters, the physicality of actually writing and that real sense of delight you get when you receive a letter because it’s such a rare thing,” says Garfield, adding that so much of this is tied into our general anxieties about technology and the modern push for faster and quicker.

“Emails are almost a past form themselves,” he continues. “The trend is toward texting, tweeting, Snapchat and Skyping—forms that either leave no trace or the trace is 140 characters or less. Which leads us to ask ‘What are we leaving for the next generation? What will our families know about us in 100 years?’” (Yes, yes and yes: I got a teensy bit sniffly the last time I received a letter from my grandmother because it was such a lovely surprise, and I feel like my digital footprint consists of texts about meeting for coffee and tweets about Charlie Hunnam. Not exactly how I want the great-grandkids to remember me.)

“Letters have an individuality to them, and they give you so many clues about the person writing them: Is it tear-stained? Is it rushed? What’s the spelling like?” says Garfield. “And you can hold a letter to your breast, burn it if you hate it or kiss it if you love it.” (Yes! A significant spark to my own letter-writing urge was getting a Christmas card from a friend I hadn’t seen in two years and realizing how much I missed her from seeing her handwriting, once so familiar from our passing notes to each other during university lectures.)

Inevitably, says Garfield, the conversation ends with the audience members telling him that they are determined to write more letters, and often they do—until they run into some common pitfalls. “You can be seen as a bit of a retro oddity if you suddenly start writing letters,” he says. “Although people are thrilled to get stuff, most take ages to get around to replying.” Basically, it’s not that we don’t appreciate letters; they’re just not a convenient part of our lives anymore. Garfield makes the point that in the past, the vast majority of letters were written to make arrangements▷

## HOW TO GET LETTERS

*Ready to kick-start some correspondence? Here are three orgs that will help you get going.*

**1. POSTCROSSING** Sign up to send and receive postcards from around the world. You won’t necessarily get one back from the person you sent one to, but it’s great for collectors of obscure postmarks ([postcrossing.com](http://postcrossing.com)). **2. WRITE\_ON** During National Letter Writing Month in April, this American stationery company runs a “30 letters in 30 days” challenge, with free kits available to get you started ([writeoncampaign.com](http://writeoncampaign.com)). **3. THE LETTER EXCHANGE** Kick it really old school: This magazine, published since 1982, features listings of people looking for pen pals. You can post an ad of your own too ([letter-exchange.com](http://letter-exchange.com)).



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(“Dinner at our house on Tuesday?”) or share news (“We’ve had a baby girl named Esmeralda”), and it would be silly to use them for that purpose now. (That’s what Instagram is for, people.)

That’s not to say they aren’t a valuable or worthwhile endeavour, but the letters we write today are going to be different from the one your great-aunt wrote to confirm that your grandmother was bringing the appetizers and even different from the emails we write today.

“I wonder how keen we are to commit ourselves emotionally and honestly in emails?” muses Garfield. “Even before Edward Snowden, we were aware of how easy it is for emails to go astray or to accidentally hit ‘reply all.’ Are you really going to trust yourself to a keyboard and screen in the same way you do to a pen and the postal service?”

Well...no, says science. Fears of hackers or the Google algorithm’s spying eyes aside, the physical act of holding a pen in your hands has been shown to stimulate higher-level neural activity than typing. In a study published in *Psychological Science* in 2014, researchers at Princeton and UCLA found that students who took notes with pen and paper remembered information better than those who typed it. It’s not a stretch to wonder whether that wouldn’t also apply to the memories we make—and the bonds we then deepen—when we sit down to update our bestie, who’s off travelling.

There’s also science to suggest it may make your friends like you better: In a study conducted at London Metropolitan University, a small group of participants responded that receiving a letter (rather than an email) made them feel “significantly” more appreciated and respected and overwhelmingly more “positive” about the sender.

And even if no one ever replies (let’s be realistic), the actual act of what scientists call “expressive writing” (writing about emotional events—not your grocery list or to-do list, essentially) has physical and emotional benefits: A 2005 study published in the journal *BJPsych Advances* revealed that study participants who spent 15 to 20 minutes processing a traumatic event on paper later reported improved mood and memory and fewer visits to the doctor.

**BEYOND LOVE LETTERS** One thing that emerges from talking to today’s letter writers is that the practice isn’t geared toward love letters or epic correspondence of the kind your grandparents had during the Second World War; it’s very much a movement of the platonic kind, propelled by people who want to deepen and develop new friendships.



## THE “BIG MAGIC” OF LETTER WRITING

*How a correspondence inspired Eat, Pray, Love author Elizabeth Gilbert’s new book—and that of a fellow writer.*

In her new memoir/philosophical rumination on creativity, Elizabeth Gilbert propounds an intriguing philosophy: Ideas are living, dynamic things that travel around the universe and visit specific people at specific times; they can be either accepted, rejected or ignored and move on until they find the right person to take them on.

As one of her proofs, Gilbert points to her relationship with Ann Patchett, the award-winning writer behind *Bel Canto*. After meeting just once, the two became epic pen pals, “writing long, thoughtful letters every month. Real letters, on real paper, with envelopes and postage and everything. It is a rather antiquated way to be friends with someone, but we are both rather antiquated people,” writes Gilbert in *Big Magic: Creative Living Beyond Fear*.

A year later, Gilbert and Patchett met for only the second time and fell to talking about their latest projects, which they’d never discussed before. Patchett was working on a book about a middle-aged woman who finds love in the Amazon, which made Gilbert freak out, mostly because she’d had that exact same, very specific idea a few years back but circumstances had intervened to prevent her from writing the novel. When they compared timelines, it seemed that Patchett began to have the idea around the same time Gilbert felt the time had passed when that was the kind of book she should write. To be precise, they think the idea “passed between them” at the moment they met and began writing letters.

“I choose to regard this event as a terrific little miracle,” Gilbert writes in the book. “I allowed myself to feel grateful and astonished to have played any part whatsoever in its unfolding. This was the closest I’d ever felt to sorcery.” Patchett’s book about the Amazon, *State of Wonder*, was published in 2011.

“Nobody else could have written that novel as she wrote it,” Gilbert goes on. “If anything, I had been the foster mother who’d kept the idea warm for a couple years while it searched for its true and rightful collaborator.”

A renewed interest in handwritten communication has also emerged as an outlet for those with anonymous good-Samaritan tendencies. Opportunities to “pay it forward” by paper range from the basic and self-initiated—leaving encouraging notes in public places addressed to “You,” which is whoever is compelled by the universe to pick it up (Toronto’s Love Lettering Project is organizing a ▷



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### STAR-CROSSED LETTERS CAREY MULLIGAN AND MARCUS MUMFORD

This actress and her musician husband were actually pen pals when they were kids. Years later they met, and now they're expecting a child together.

campaign this fall)—to the highly organized, like The World Needs More Love Letters, which is a website that connects deserving recipients (teens being bullied, cancer sufferers undergoing treatment) with strangers who'd like to send along a handwritten pick-me-up to that person in his or her time of need. The site's mission statement is, in part, to spread "Ridiculous, oozing, cannot pack this thang into 140-characters kind of love." It's a challenge to which over 10,000 people have rallied thus far.

**BOX FULL OF LETTERS** But back to my own sob story about being buried under an avalanche of cards I never get around to sending. I called up Emma Chapman, one of the two sisters behind the Happy Mail service I subscribe to, to do a little problem solving about my writing woes.

First, I thought the problem was maybe that I wasn't exactly the right target market for the service. Chapman explained that the mail-subscription idea came from wanting to give the creative, crafty, mostly female readers of their blog *A Beautiful Mess* an easy, inexpensive way to do what they already do, which is make gifts for their friends.

I wouldn't call myself a crafter (glue guns terrify me), but since I have robust enough aspirations of thoughtfulness, we decided that that wasn't the problem. Could it be that I wasn't using the subscription the right way?

Chapman explained that most of the 5,000 and counting subscribers seem to want to use the stationery to "celebrate those little random events in people's lives," like getting a new job, selling a house or even just completing a project at work. Particularly popular are the cards they've released that are invitations to have brunch or go shopping. In other words: You don't need to be Jane Austen.

"It doesn't feel as thoughtful when someone wishes you happy birthday on Facebook," theorized Chapman.

"But if you get a happy-birthday card, it means someone sat down, wrote on that card, knew your address, bought a stamp. It's simple, but it's that extra mile that says 'Oh, you didn't just press "like."'"

It was around this point in our chat that we really drilled down to the nut of my reluctance to send out my greeting cards: pure laziness. Getting everyone's addresses would be, like, such an ordeal.

"I know how you feel," said Chapman, before sharing that one of her own New Year's resolutions last year was to send all her friends birthday cards. She sent out a mass email announcing it and also asked for addresses and dates. "I put them in my calendar, and I just started doing them," she explained. "I did okay, but then I missed a female friend's in late summer and, very lovingly and jokingly, she was like, 'So...I didn't get my New Year's resolution birthday card this year.' And it was awesome because it made me think that people are liking it and it's not weird."

Chapman went on to say that doing that has actually had unexpected dividends in her relationships. "The thing I always hear is how surprised they are that I sent something. It really does feel like we are a little bit better friends, which is silly, because it all sounds so simple. All I did was send a card, but it has really changed some of my relationships this year, and it has been really, really cool."

This is when I should tell you that I sent out a whole bunch of cards, it changed my life and now I'm moving to an ashram to devote myself to giving seminars on the art of letter writing....

That's not quite what happened. What has happened is that I've written three cards—one to wish a friend well on her wedding day since I won't be able to be there, another to a friend who just moved to London and might be a bit homesick and then a super-quick note to tuck into a book I'm sending to a friend.

It felt a bit funny because I'm in constant text or email contact with these women anyway, and I can't pretend I said anything particularly profound. But I did feel a lovely little surge of warmth as I stuffed the envelopes, recalling something Donovan Beeson of the LWA said: "Many people talk themselves into not being 'good enough' or having 'bad handwriting' as a way to procrastinate. Write a letter! Write it now! You don't need anything special. You just need to take a little time and reconnect with your world, with yourself and with someone else. Pretty powerful stuff for just one little letter. You have to write a letter to get a letter."

And now my letters are sitting on my desk waiting to be mailed. But it's a start, right? □

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# DIGITAL DECORUM

*Monica Heisey on her #LOL texting etiquette.*

## 24

### ACCEPTABLE REASONS FOR ME NOT TO TEXT YOU BACK



1. I was watching a very important documentary about human rights and the environment.

2. I was watching the same Taylor Swift video for the 40th time today.

3. I am trying to play it cool; I already texted you once today.

4. I'm still looking for the right emoji.

5. I "just saw this."

6. I "just saw this" for real.

7. I am very, very deep into a game of Scrabble with my grandma via app.

8. I'm in the weird corner of my apartment where there's no service.

9. I'm not really Laughing Out Loud, and I respect you too much to lie to you. Your joke was fine but not great, you know?

10. I misread your last message and presumed you didn't want me to.

11. I misread your last message, presumed you didn't want me to and then spent anywhere from one to eight hours drafting and deleting long apologies in various tones and with various levels of desperation.

12. I have had three or more drinks, so my phone took away my texting privileges. (It's for my own good.)

13. I'm sexting aggressively with someone, and I'm worried that adding a separate conversation will throw me off my game and lead to my accidentally sending you a picture of my boobs.

24. My petition to have a mac 'n' cheese emoji created has been unanswered, and I'm on a text strike until justice is served.

23. I just really can't handle this right now, ANGELA!!!!

22. My phone is dead.

21. My phone is almost dead, and I'm kind of hoping that that guy will get in touch so I need to conserve my battery in case I deign to respond.

20. I tried to choose between "ha," "hehe" and "hahaha" for, like, 12 minutes and then gave up.

19. Wasn't feeling it.

18. Too busy thinking about food.

17. My mom is talking to me, and she thinks that phones as a concept are "rude."

16. Sleeping.

15. I'm trying to look cool and smart on the train, and everyone knows that smart people don't check or even have phones.

14. I'm in a Selfie Zone and can't break my stride; things are looking real good over here.

### 13 ACCEPTABLE REASONS FOR YOU NOT TO TEXT ME BACK

1. You are dying. 2. You are dead. 3. There has been an unexpected apocalyptic event, rendering all wireless communication impossible. 4. There has been a kidnapping (yours). 5. There has been a kidnapping (your phone's). 6. You have drunk that potion that priests give out in Shakespearean tales that makes it look like you're dead but actually you are just very asleep—like more asleep than you've ever been. 7. Your phone fought a battle with a toilet and lost. 8. You are on James Cameron's tiny submarine, and there is no signal down there. 9. You've actually texted me, like, eight times; they're not going through because you're in the subway and honestly it's really stressing you out because you want to talk to me so badly. 10. Someone cut off both your thumbs. 11. Someone cut off both your thumbs and threw your phone in a river. 12. A witch placed a curse on your family: If you try to text me, everyone you love (including me) will die. 13. None. ☐

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# WHEREVER WORKS

*Co-working spaces are popping up from Boston to Berlin to Bali—all you need is a laptop and Skype. Are you ready to become a “digital nomad”?*

BY SARAH TRELEAVEN

**A** born overachiever—she earned her MD at 25—Dani Gordon had not one but two near-burnouts in her 20s. The first, when she was working 100 hours a week in medical school, sowed seeds of doubt about the demands of her field. Yoga and meditation helped her get by, but the second instance, which occurred a few years later, while she was working as a primary-care physician in Vancouver, cemented her suspicions that even a 60-plus-hour workweek wasn't for her. “I felt pressured to see 40 to 50 patients a day at the clinic, but I didn't feel like I could meet their needs for issues that don't respond well to pills—like stress, fatigue, insomnia and anxiety,” says Gordon. And so, at the age of 27, she fled with her now husband—a yogi and hypnotherapist—to Thailand for a six-month sabbatical. They lived in a small hut with no flush toilet and began an introspective process of re-examining their priorities. When she returned to Canada, she started to remake her life by becoming certified in integrative holistic medicine.

Last year, the now 32-year-old and her husband moved to Ubud, Bali, for a

year. Gordon spent her days counselling “burned-out Westerners”—some based in Bali but most back in North America. She took appointments via Skype at an open-air co-working space called Hubud, where she paid a membership fee for shared access to the workspace and Wi-Fi. She now splits her time between Bali and British Columbia and is planning to open a holistic-wellness centre in a retail space in Ubud, but she still does the counselling at Hubud. It's just five minutes from where she practises yoga. Some mornings, she watches local women spend hours arranging rose petals in jugs of water. “I feel that this path has given me freedom,” says Gordon. “Living in Bali has also allowed me to explore many creative hobbies that I would never have a chance to enjoy if I lived full-time in Vancouver.” She spends some of her spare time learning Bahasa Indonesian, designing clothes and making jewellery.

**NOMADIC TRENDS** Gordon is part of a growing community of “digital nomads,” or wandering workers who aren't tied to any particular location. Upwork, an online freelance marketplace, ▷



## HOW TO WORK LIKE A DIGITAL NOMAD

*If you're tempted by the possibility of escaping the office with just a laptop in hand, here are some resources to get you started.*

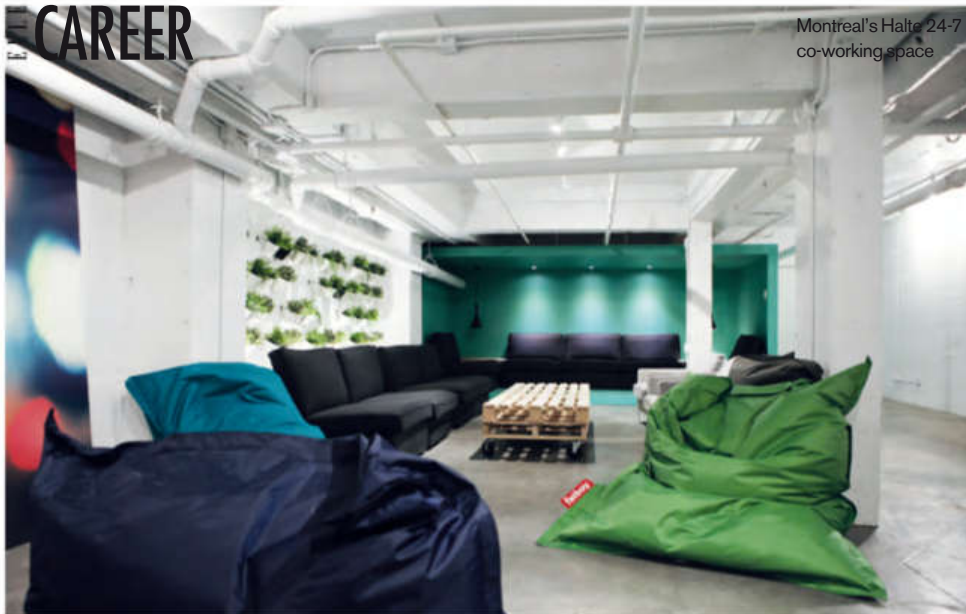
### CO-WORKING ABROAD

**SunDesk** ([sun-desk.com](http://sun-desk.com)); day passes from \$12), a co-working space on a surf beach near Marrakesh, has high-speed Internet—even on the roof terrace. **WORK Saigon** ([worksaigon.com](http://worksaigon.com)); from \$118 a month) has single-origin Vietnamese coffee and regular community barbecues. **Nest** ([coworkingnest.com.mx](http://coworkingnest.com.mx);



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defines digital nomads as workers “empowered by technology to break free of the constraints of the physical workplace.” In 2014, the company commissioned a survey of 847 digital nomads. Ninety-two percent of those surveyed said they are happier since abandoning a traditional nine-to-five office.

Digital nomads seem to be the next generation of telecommuters: workers who are no longer content to work from home in isolation while wearing their pyjamas. Instead, they are seeking out Wi-Fi-connected co-working offices and even work-friendly vacation destinations around the world that give them greater control over when, where and how much they work. Some digital nomads work their way around the globe for extended periods, some take mini “workations” and others only go so far as to work in co-working spaces in their hometowns or when they travel for business. They come from a diverse range of backgrounds, but some jobs are more portable than others: tech experts, marketing professionals, life coaches, journalists and entrepreneurs.

It can be hard to nail down specific numbers on a remote workforce—in particular for those who call themselves digital nomads. Telecommuting has been on the rise for some time. The most recent data from Statistics Canada shows that one in five university graduates works from home—a number that is growing. A 2013 study by BMO found that 23 percent of Canadian companies now

offer telecommuting or remote working. FlexJobs, an online service for professionals seeking location-independent work, just released a list of 25 major corporations—including IBM, Aon, SAP and Dell—that are actively recruiting workers for remote positions, from nurse practitioners to software engineers.

## LOCATION INDEPENDENCE

Daphnée Laforest-Sabourin, a 26-year-old marketing project manager from Montreal, relies on co-working spaces both at home—she likes the café-like atmosphere at GAB, a coffee-shop/co-working space on Saint-Laurent Boulevard as well as La Gare in the Mile End neighbourhood—and when she packs up her laptop to work in San Francisco or Paris. Earlier this year she spent two months working at Nest, a co-working space in Playa del Carmen, Mexico. “I was really productive,” she says. “I would work all morning and then snorkel in the afternoon.” She typically buys memberships—either by the week or month—that entitle her to a floating desk. (Prices can range anywhere from \$12 a day to hundreds a month, depending on what services and how much network bandwidth you use.) Laforest-Sabourin did take a stab at conventional office work—she worked as a coordinator for an artist-management company—but found that the lifestyle didn’t suit her. “I’ve never been excited about nine-to-five,” she says. Instead, she set off to travel and found herself on ▷

from \$20 a day to \$99 a week), in Playa del Carmen, Mexico, has a rooftop pool and is pet-friendly. **Hubud** (hubud.org; from \$33 a day to \$364 a month) in Ubud, Bali, has Skype booths, business coaches and courses like “Become a Freelancing Ninja!”

## CO-WORKING

### CLOSER TO HOME

Most major cities now have co-working spaces, which tend to focus more on ergonomic desks than beach views. Here are just a few examples: Montreal's **Halte 24-7** (halte24-7.com; from \$199 a month), **GAB** (gab.ae; from \$220 a month) and **La Gare** (garemtl.com; from \$195 a month); Toronto's

### Centre for Social

**Innovation** (socialinnovation.ca; from \$125 a month); and **Link Coworking** (linkcoworking.com; from \$379 a month) in Austin, Texas. The Soho House has plans to introduce “**Housework**,” which will offer members the chance to hot desk in Los Angeles, Istanbul, London and Chicago.

## WORKATION RETREATS

**The Surf Office** (thesurf.office.com; from \$90 a day for a single room) in Gran Canaria, Spain; Lisbon, Portugal; and Santa Cruz, Calif., offers accommodation, co-working spaces and organized social events.

### Mutinerie Village

(mutinerie.org/village-home page; from \$300 a week for a shared dorm) is a co-working space in a restored farmhouse near Paris.

**Coworking Camp** (coworking.camp; from \$376 a week not including accommodation) is a beachside winter pop-up in Djerba, Tunisia. **Coconat** (coconat-space.com, from \$53 a night) is a



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The Surf Office, a workation retreat, and the nearby beach in Gran Canaria, Spain



a beach in Goa, India, with an iPad and a 3G network—which set off sparks about the ability to work remotely. None of her childhood friends in Montreal classify themselves as digital nomads, but she says she has met plenty of people aged 18 to 35 on the road. “Generation Y is definitely trying to change the rules,” she says. “The goal is not at all about working on the beach; it’s about having more flexibility and the professional freedom to work the way you want to.”

Co-working spaces are popping up globally from Boston to Berlin to Bali—and so are “workation” hotels, like Coconat, a retreat just outside Berlin with both indoor and outdoor desks and cabin and tent accommodations. (This is not your stuffy hotel business centre filled with suits—most guests are casually dressed and split their day between laptop time in the communal workrooms and relaxing at the nearby lake.) Johannes Voelkner, a German online marketer who works remotely and runs Webworktravel.com, has even arranged the site’s first-ever “digital nomad cruise,” from Spain to Brazil, in November. The website is part of a growing online community offering tips on the work lifestyle, from how to deal with visa issues to the best job boards to the best communities for digital nomads. His top destinations include Costa Rica, Spain and South Africa. (Another online resource, Nomadlist.com, offers a city ranking based on cost of living, availability of co-working

spaces, cafés with Wi-Fi and leisure activities; its top three cities are currently Budapest, Chiang Mai and Phuket.) Voelkner finds that most digital nomads—typically in their 30s—come from North America and Europe. In August, Laforest-Sabourin attended DNX Global in Berlin, a massive semi-annual roving conference about location-independent work that’s part of a self-declared “freedom revolution.” “It was really great to meet like-minded people,” she says. Laforest-Sabourin is now working on building her own site—Technomades.com—which she hopes will become a hub for francophone digital nomads.

**INTERNATIONAL OFFICE SPACE** Ubud is perhaps best known as the Balinese paradise made famous by Elizabeth Gilbert’s *Eat, Pray, Love*. But Hubud, where Gordon works, is helping broaden the vacation destination’s reputation as a bit of a hot spot for entrepreneurship. Peter Wall, a Canadian former journalist, and his two business partners opened Hubud—“hub in Ubud”—in 2013. The open-air co-working space, with high-speed Wi-Fi, private Skype booths and a juice bar, has close to 300 members. It’s almost at capacity, so Wall has plans to move into a larger space.

The 40-year-old moved his wife and three children to Bali in 2010 and quickly fell in love with the island’s charms, from his kids’ bamboo school to the monkey-filled forest next to his house. His wife ▷

retreat just outside Berlin with both indoor and outdoor desks and tents and cabins in the woods for sleeping. **Webworktravel.com** offers information on the best workation destinations, from Cape Town to Cusco. In November, the site is running its first-ever “digital nomad cruise,” from Spain to Brazil (\$355 for nine days—a bargain because the ship is repositioning; Wi-Fi is extra and expensive).

## CONFERENCES

**DNX Global** (dnxglobal.com; tickets start at \$295), a massive biannual conference most recently hosted in Berlin, brings together thousands of digital nomads hoping to network and hear speeches like “Redesign your life: How I created my dream job in less than a year.” **The Global Co-working Unconference Conference** (gcuc.co) hosts co-working events around the world, from Toronto to São Paulo, to discuss everything from work trends to productivity-enhancing furniture design.

## ONLINE RESOURCES

**#nomads** (hashtag nomads.com) offers well-rounded crowd-sourced information for location-independent workers—everything from remote-job-search tips to affordable places to stay. **Nomad List** (nomadlist.com) provides forums, destination guides and a handy filtering tool for finding your next home. **Technomades** (technomades.com), for digital nomads looking for co-working spaces, lodging and community *en français*, is currently under development.

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**#1 DERMATOLOGIST RECOMMENDED\***



found work as a yoga teacher. But he wanted more structure for his professional life. Hubud is now a key destination for digital nomads from around the world. “The cost of failure is lower in Bali,” says Wall. “We have lots of micro-entrepreneurs focused on a specific product.” That includes one Israeli woman who manages a software business with 20 employees who work all over the world and an American human-rights lawyer who manufactures a sleep mask.

There are more Canadians too. Lydia Lee, from Vancouver, frequently works from Hubud and says it’s the perfect place to share ideas as she remakes her professional life. For Lee, 32, the life-altering moment came in 2010 during her sixth business trip in as many months. “I had a complete meltdown in Russia,” she says. “It was the dead of winter in Moscow, which is a formula for depression, and I was in a lousy hotel with gross carpeting.” Lee, who worked in marketing and business development, decided that she was done with the six-figure salary and the generous vacation payout for days she never had time to take.

Lee decided to take a sabbatical in Southeast Asia, landing first in Malaysia. “I read a lot of books about finding yourself—which is what you do when you’re having an identity crisis,” she says with a laugh. She also met entrepreneurs, laptops in tow, as they travelled around the world—this planted the seed that she could work from anywhere.

Lee returned to Vancouver in 2011, where she purged her belongings until all that was left were two Rubbermaid containers she could store in her mother’s garage. She bought a one-way ticket to Cambodia and then later moved on to Ubud—“Everyone here is looking for their Javier Bardem,” says Lee, referring to the *Eat Pray Love* movie with Julia Roberts.

*“If you aren’t a focused or disciplined person, you may get distracted in an open, social office or you might struggle with creating your own schedule each day.”*

Lee is still based in Ubud and has reinvented herself with a new business venture: Screw the Cubicle. Over Skype, she coaches stressed executives in Toronto, New York City and Hong Kong, all looking for encouragement to ditch their daily grind and pursue a passion. She has been certified as a True Purpose coach. She averages about three to five clients a month, giving them one-to-one coaching in sessions over six to 10 weeks. Beyond being a workspace, she says, Hubud acts as an “ideas exchange with like-minded people.” And when she’s not working, she simply gets on her scooter and drives, visiting Bali’s idyllic beaches or mountain hideouts where sweet strawberries grow wild.

**LIFE ABROAD** Of course, life on the road as a digital nomad isn’t all arranging-rose-petals-in-jugs-of-water bliss. Gordon says that setting up a business in another country has many challenges. “Life is not quite as linear and simple here in Bali,” she says. “Rules and regulations, including immigration rules and fees, change all the time for seemingly no reason.” And while many digital nomads are keen to find a personal and professional network, co-working spaces can present a unique level of distraction—especially when you’re in the middle of a monkey-filled jungle. “If you aren’t a focused or disciplined person, you may get distracted in an open, social office or you might struggle with creating your own schedule each day,” says Lee.

There are also more personal struggles—with homesickness, for example. “In the beginning, I was travelling on my own and I got lonely,” says Lee. “Hubud has helped, but sometimes those friendships can feel transient. After two years here, I have found a core group of friends who are mostly expats.” Even in Montreal, Laforest-Sabourin hosts a biweekly meet-up for nomads in need of human connections. “It’s important to find a community wherever you are,” she says.

It’s also worth noting that many digital nomads head to destinations where the cost of living is lower and every dollar earned stretches much further. Lee says she could live in Vancouver on her earnings from remote coaching but definitely enjoys perks—like more disposable income for travel—while living in Bali. Ditto for Laforest-Sabourin, who says that she allows herself roughly the same budget everywhere she travels—which means a much smaller and less glamorous apartment when she’s renting in Europe versus Mexico or parts of Asia. In Bali, Gordon has “helpers,” including two personal assistants, a part-time chef and a virtual assistant in the Philippines—none of which would be affordable in Vancouver. When she returns to B.C. for part of the year, she works at a medical practice on Salt Spring Island, which enables her to top up her income.

**THE EVOLUTION OF WORK** But beyond the cost-of-living calculations, there is a broader social current at play. A 2013 joint United Way Toronto and McMaster University study found that nearly half of working Canadian adults face some degree of work precariousness, mostly as a result of contract-based employment. According to Statistics Canada, the number of self-employed workers across the country increased almost 45 percent between 1989 and 2007. As a result, contract work—typically

devoid of benefits and conventional job security—is on the rise.

At a time when many workers feel both disposable and overextended, a digital-nomad lifestyle can be a response to both job insecurity and how technology has made us accessible and accountable to the boss 24-7. “For at least a generation, there has been a broken promise that if you work hard and pay your dues, you’ll move up,” says Sean Lyons, an associate professor of organizational management at the University of Guelph. “But after 10 years of working, there’s an increasing sense that all of this hard work does not necessarily pay off. So why put in all the hours if it’s not going to lead anywhere?” Still, there are career implications to becoming a digital nomad. Lyons says many people worry about switching to full-time remote work because they’ll be at a disadvantage if they miss impromptu

meetings and important gossip. “It’s less risky to ‘go nomad’ later in one’s career,” says Lyons. “Once you’ve built the connections necessary to work more independently, it is generally easier to maintain them.” Plus, he says, being a nomad can present great networking opportunities.

Laforest-Sabourin says that her millennial generation accepts that they’ll change jobs many times over a career. But she points out that digital nomads don’t necessarily have to give up all the perks of a traditional salaried position. She just scored a full-time gig with Human Made—a digital development agency where all the jobs are remote—to work on Nomadbase.io, a real-time global locator for digital nomads.

“We used to have a culture of presenteeism, the sense that you’re missing something if you’re not in the office,” says Lyons. “The tide is turning on that as Gen Xers slowly

move into management positions.” Lyons says that workplace experts have told many employers that location independence will attract younger workers. One 2014 survey by the Conference Board of Canada found that 70 percent of full-time workers aged 18 to 29 would prefer to telecommute. Companies, he says, are finally starting to pay attention.

While digital nomads aren’t exactly trading their uncomfortable office chairs for gently swaying hammocks, Gordon says the delineation between work and life has changed: “I now feel like I have freedom personally, professionally and geographically.” Lee says that working from anywhere in the world is a pleasure, but she emphasizes that the digital-nomad movement is about more than just avoiding a cubicle. “The freedom to wear no pants while working is great, but the work has to have purpose.” □





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NOVEMBER 2015

# ELLE FASHION

## STATE OF THE ART

Kick your fall fashion uniform into high gear with the season's interstellar designs and technicolour vinyls.



FUR COAT, SILK SHIRT AND WOOL PANTS (MICHAEL KORS COLLECTION), FUR SCARF (PINK TARTAN) AND LEATHER BOOTS (VICTORIA BECKHAM), BALLOON (CLOUD BUSTER BALLOONS)

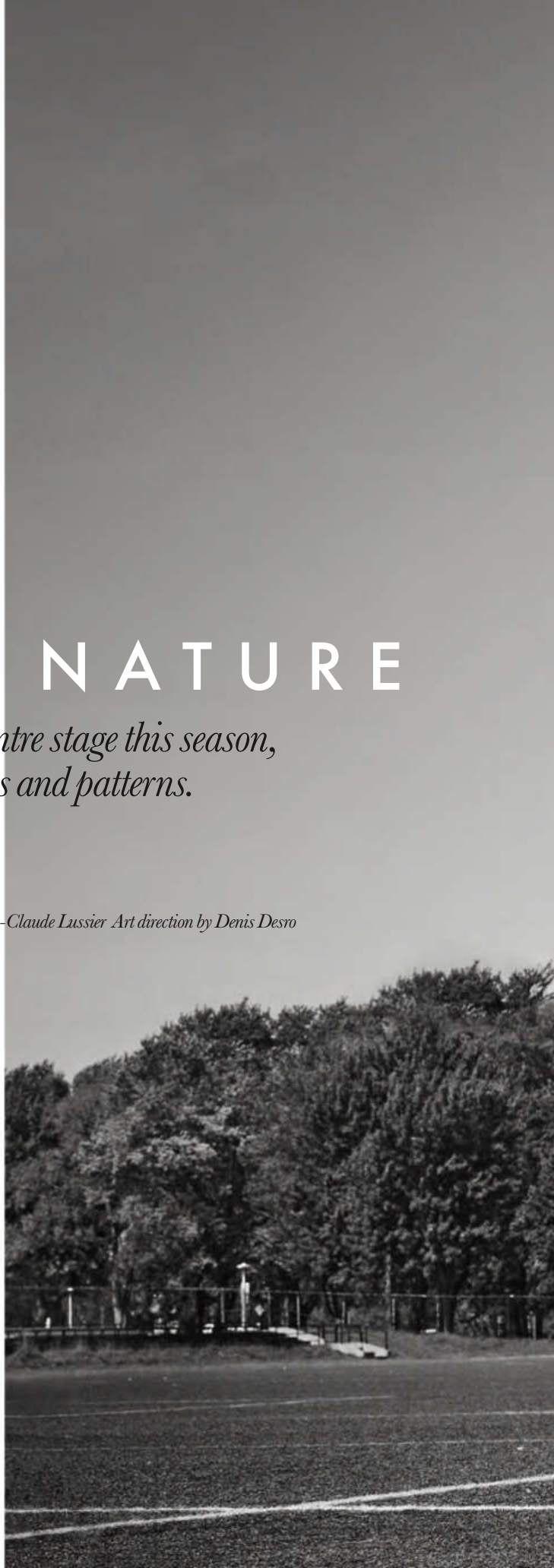


# GRAPHIC NATURE

*Optical illusions take centre stage this season,  
so pile on the prints and patterns.*

*Styled by Anthony Mitropoulos Photographs by Jean-Claude Lussier Art direction by Denis Desro*

Sequined cotton-knit minidress and sequined Lycra  
over-the-knee boots (Emilio Pucci). Balloon (Cloud Buster Balloons)











Mohair and leather jacket and miniskirt and zip-front leather top (Louis Vuitton). Left: Silk and pony topper and leather slip-on sneakers (Céline), silk dress (Issey Miyake) and polyester gloves (LaCrasia Gloves)





Wool blazer and  
minidress (Fausto  
Puglisi), nylon and  
spandex tights (Look  
From London) and  
leather booties  
(Valentino)







Mink coat and wool pants (Michael Kors Collection), mink scarf (Pink Tartan) and leather boots (Victoria Beckham). Balloon (Cloud Buster Balloons)





Wool tunic (Victoria Victoria Beckham), wool turtleneck (Carven), stretch-cotton pants (Balmain x H&M) and shearling biker jacket (Each x Other)

Leather coat (Mikhael Kale)  
and viscose and nylon turtleneck  
(La Maison Simons)









Silk-crepe dress and leather boots (Valentino). Left: Cotton and wool coat and matching shorts (Mélisha Nepton) and wool turtleneck (Club Monaco). For details, see Shopping Guide. Model, Pamela Bernier (Montage Models); hair & makeup, Paco Puertas (Folio Montreal/TRESemmé/M.A.C Cosmetics); fashion assistant, Caroline Ferah; digital technician, Marc-André Dumas; photographer's assistants, William Cole & Guillaume Séguin





# MS. ROBOT

*Designers gave vinyl the space-age treatment, with tripped-out silhouettes and brave new shades.*

*Styled by Sara Bruneau Photographs by Leda & St. Jacques Art direction by Denis Desro*

Vinyl dress (Emilia Wickstead), leather belt (Hugo Boss)  
and vinyl boots (Stuart Weitzman)





Vinyl coat (Miu Miu), cotton pullover  
(Ça va de soi), resin sunglasses (Anna-  
Karin Karlsson) and vinyl over-the-knee  
boots (Stuart Weitzman)





Vinyl coat and skirt (UNTTLD) and  
cotton knit pullover (La Maison Simons)






Vinyl and fur coat (Prabal Gurung), vinyl top (Helmer), polyester tights (American Apparel)  
and vinyl over-the-knee boots (Stuart Weitzman)







Faux-leather jacket and skirt (Guy Laroche), vinyl gloves (LaCrasia Gloves) and vinyl boots (Marc Jacobs).  
For details, see Shopping Guide.  
Model, Jenna Castilloux (Montage Models); hair & makeup, Paco Puertas (Folio Montreal/TRESemmé/M.A.C Cosmetics); fashion assistant, Mateo Cabanettes; digital technician, Yanive Nizard Lafrance; photographer's assistant, Elvis Savaria





Vinyl coat and cashmere pullover (Prada)  
and vinyl turtleneck (Helmer)



# 4OUR MOST AWARDED, HAIR CARE COLLECTION\*7



## BEAUTY EDITORS CAN'T GET ENOUGH OF PANTENE'S EXPERT COLLECTION

Pantene's Expert Collection not only helps restore smoothness and shine, but helps erase damage in just one wash.

# PANTENE EXPERT



\*Magazine Awards in 2014 from top Canadian Publications with award programs.

# ELLE BEAUTY

YOUR NEED-TO-KNOW COUNTERCULTURE GUIDE



**FACE AGE**  
*Here's to a  
beautiful future.*

**EDITOR'S POV** Fall often sees a return to glamour, and this season is all about buffed, perfected skin and luxe, rich-hued lips. The difference this time around, though, is that science has stepped in with cutting-edge ingredients and high-tech skin finishes. Turn to page 156 to discover our favourite new beauty innovations, including a concealer that uses medical-grade liquid-bandage technology to make it last up to 24 hours. The future has never looked better.

VANESSA CRAFT



Vincent Longo  
Chiara Flush  
Stick in Ibisca  
(\$37); Chanel  
Le Week-end de  
Chanel Édition  
Douce (\$125);  
Rimmel London  
Professional  
Eyebrow  
Pencil in Black  
(\$8.49); M.A.C  
Cosmetics  
MACnificent  
Me Lipstick  
in My Inner  
Femme (\$20).  
For details, see  
Shopping Guide.







**CRAYON JEWEL** From Versace's femme-fatale smoky eye to Mara Hoffman's bronze-and-black lids, liner is making a major comeback this fall. See: YSL Beauté's Couture Kajal 3-in-1 kohl, eyeliner and eyeshadow pencil (\$39). The self-sharpening crayon—which deserves a spot in a design museum rather than in your makeup bag—is made of natural waxes and pure pigment for errorproof application and long-lasting wear. Pro trick: Lloyd Simmonds, creative director of makeup for YSL Beauté, suggests placing the tip on the inside of the lash line. Close eyes and glide the crayon back and forth. Open eyes and smudge. Break hearts. Repeat.

LATEST & GREATEST

## BEAUTY BUZZ

*This month's new and noteworthy must-haves.*



### ELLE ♥ LOVES

Tacit (\$143 for 50 mL), Australian beauty brand Aesop's first fragrance in 10 years, is one of our fave scents for fall. (Think citrus, basil grand vert and clove.) The good news keeps coming: By year's end, there will be a total of four Canadian stand-alone stores (one each in Toronto and Vancouver and two in Montreal) in which to purchase it.



**WAND-ERING EYES** Even beauty editors get tired of applying eye cream. (And we learn on the daily how necessary it is.) Luckily, these new applicators are as fun to use as they are transformative. • The wand that comes with the Estée Lauder Re-Nutriv Ultimate Diamond Transformative Energy Eye Cream (\$275) pulls double duty: Dip the flat side into the cream and apply it to five spots around the eye, and then use the other side of the wand to massage it into the skin. • The Kat Burki Micro Firming Wand (\$94) is getting a lot of "buzz" because it gently vibrates, helping absorb eye cream and increase blood flow to the under-eye area. Dream pairing: Kat Burki Rose Hip Intense Recovery Eye Serum (\$138). • Guerlain's Abeille Royale Gold Eyetech Eye Sculpt Serum (\$150) has a 22-karat-gold applicator that fits over the index finger for ergonomic and accurate application.

### THIS MONTH'S "CAN'T LIVE WITHOUT" LIST



#### Vanessa Craft, beauty director

"This velvety matte lipstick goes on soft, like a gloriously luxe second skin that you can barely feel. Lips look full, not flat. I've tried a lot of lipsticks, and this is simply one of the best." Chanel Rouge Allure Velvet in La Mystérieuse (\$42)



#### Carli Whitwell, health & beauty editor

"I'm a perfume monogamist: When I commit, I really commit, which is why I've only worn two fragrances since my teens. But after being seduced by this smoky and spicy scent, I'm finally ready for an open relationship." Le Labo Santal 33 Eau de Parfum Spray (\$265 for 100 mL)



#### Victoria DiPlacido, assistant beauty editor

"I've used this creamy concealer for three years. The coverage it offers is—and I do not say this lightly—perfect. It hides everything from cheek redness to under-eye circles and doesn't cake." Clé de Peau Beauté Concealer in Ivory (\$88). For details, see Shopping Guide. □

👉 This test paper behaves like the surface of your skin.



Soap can strip skin's moisture\*.



Dove isn't soap.

This test paper shows how Dove is different. After a few minutes, soap strips the paper similar to how it strips your skin's moisture\*. With ¼ moisturizing cream, Dove doesn't strip your skin like soap can.



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Scar and stretch  
mark product  
most recommended  
by doctors.\*



"I had a bad fall and ended up with a large cut along my shin bone. I like to wear skirts and dresses so I was worried about having a scar in such a noticeable place. Just as the wound was healing, I read an article in a magazine in which a celebrity swore by Bio-Oil. I was skeptical, but I thought it was worth a try. I faithfully followed the directions for using Bio-Oil, and my scar is now less noticeable. I feel confident wearing skirts and dresses again, and I have Bio-Oil to thank!" Gwen Streeter

Bio-Oil® is a specialist skincare product formulated to help improve the appearance of scars, stretch marks and uneven skin tone. Its unique formulation, which contains the breakthrough ingredient PurCellin Oil™, is also highly effective for aging and dehydrated skin. For comprehensive product information and results of clinical trials, please visit [bio-oil.com](http://bio-oil.com). Bio-Oil is available at drugstores and selected retailers. Individual results will vary.

\*The Medical Post & Profession Santé 2015 Survey on OTC Counselling & Recommendations

BEAUTY ELLE

A collection of various cosmetic products including a large red dollop at the top, a brown powder compact in the center, purple and red brush strokes on the sides, and blue and pink brush strokes at the bottom, all arranged in a circular pattern around the central title.

# THE 2015 BEAUTY GRAND PRIX

Playing with makeup and skincare products is always on the beauty department's to-do list (#toughgig). But every year, we share this labour of love with ELLE Canada readers and ask them to act as judge and jury to choose their favourites. For some three months, 750 people blind tested 233 products and determined their top choices. Here are your winners.▷





## CONCEALER

**UNDER \$20** Available in three neutral hues, this product covers *and*—thanks to antioxidants and trademarked active ingredients—corrects everything from dark circles to sun spots. Marcelle CC Concealer + Corrector (\$12.95)

**OVER \$20** This pigment-rich cover-up includes aloe vera and coffee for an instant wakeup call to the eyes. Clarins Instant Concealer (\$26). For details, see Shopping Guide.



## PRIMER

**UNDER \$30** Mattify skin with this primer, which Caroline Kazor of Gravenhurst, Ont., said feels like “cashmere for the skin.” Bourjois Paris Happy Light Luminous Serum Primer (\$23)

**OVER \$30** Pat Krohling of Lethbridge, Alta., received the ultimate compliment from her teenage daughter when wearing this product: “She told me my face looked airbrushed!” Smashbox Photo Finish Pore Minimizing Foundation Primer (\$49)



## TINTED CREAM

**UNDER \$20** The secret to the no-makeup makeup look? A light formula that blurs imperfections and redness. Maybelline New York Dream Fresh BB Cream (\$11)

**BETWEEN \$20 & \$40** Jen Dagellis of Saskatoon, Sask., felt “love at first application” for this illuminating pigment, which has replaced her foundation. Marcelle CC Cream CDA SPF 35 (\$29.95)

**OVER \$40** The glow from this luxe sheer tint will have people thinking you just came back from a holiday in Ibiza. Chanel Les Beiges Healthy Glow Fluid (\$52)



## FACE LUMINIZER

**ALL CATEGORIES** This highlighter gives you luminous skin without disco-ball glitter. Clarins Instant Light Brush-On Perfector (\$36) ▷

DAZZLE WITHOUT THE HASSLE

**Colgate\***

**NEW!** Colgate\* Optic White\* Express White  
**WHITER TEETH IN 3 DAYS<sup>†</sup>**  
*JUST BY BRUSHING.*



<sup>†</sup>For best results, use as directed for 4 weeks. Simulated teeth whitening on model. Fights cavities.  
Colgate-Palmolive Canada Inc. \*TM Reg'd/M.D.



## BRONZER

**UNDER \$30** With no unflattering orange undertones, this bronzer gives a sun-kissed look without the UV damage. Rimmel London Natural Bronzer (\$9)

**OVER \$30** Amino-acid derivatives ensure long-lasting colour without making skin look dry or chalky. Lise Watier Havana Bronzing Powder (\$32)

## EYELINER

**UNDER \$20** This waterproof and smudgeproof gel liner is guaranteed to last from sunrise to...sunrise. Maybelline New York Eye Studio Lasting Drama Gel Eyeliner (\$12)

**OVER \$20** It's easy to recreate fall/winter 2015's showcase of eyeliner trends with this marker-like applicator. Stila Stay All Day Waterproof Liquid Eye Liner (\$29)

## EYESHADOW

## ALL CATEGORIES

This eyeshadow was the clear winner thanks to its durable formula containing antioxidant Labrador-tea extract. Jurors also loved its user-friendly texture: no brush required. Lise Watier Ombre Soufflé Suprême (\$25)

## LIPSTICK

**UNDER \$15** "It feels good on my lips and is very smooth and creamy," said Tara Colton of Oakville, Ont., about this buildable lip colour. CoverGirl Colorlicious Lipstick (\$9)

**OVER \$15** Consider this a triple threat: It's as nourishing as a balm and has the shine of a subtle gloss and the pigment of a lipstick. Lise Watier Rouge Fondant Suprême (\$25)

## NAIL POLISH

**UNDER \$15** What's better than an intense, long-lasting formula? A brush that allows for its "flawless application in just two swipes," said juror Melanie Perras of Ottawa about this reigning champ. Sally Hansen Complete Salon Manicure (\$9.50)

**OVER \$15** Jurors considered this the gold standard of polish thanks to its rich pigment and Chilean-rose-oil-enriched formula. YSL La Laque Couture (\$27). For details, see Shopping Guide. ▷

## MASCARA

**UNDER \$20** Vitamins and peptides lengthen and thicken lashes in a non-irritating formula. Marcelle Xtension Plus + Prolash Growth Complex Mascara (\$14.95)

**OVER \$20** A combo of short and long bristles and plumping formula ensure instant volume and lush colour in a single stroke. Chanel Le Volume (\$38)



Nail the look with Guilty Party and  
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CONTOURS TO THE NAIL

7



Sally Hansen® #1 Nail Brand  
in Canada

Gleam  
Supreme

Red  
My Lips

Raisin  
The Bar

Guilty  
Party

Dark  
Huemoor

Rags to  
Riches





## FACIAL MOISTURIZER

**UNDER \$30** Work-life balance doesn't exist for this multi-tasker that uses soy complex to improve skin tone, texture and brightness and lessen the appearance of brown spots. Aveeno Positively Radiant Daily Moisturizer SPF 15 (\$22)

**BETWEEN \$30 & \$40** "I feel five years younger," said Alyssa Lamontagne of Alma, Que., about this potent blend of thermal water, red-algae extract and moisture-grabbing hyaluronic acid. Vichy Aqualia Thermal Light (\$39.50)

**OVER \$40** With shea butter, canola-oil derivatives and free-radical-blocking antioxidant blue ginger, this rich cream pampers and protects skin. Chanel Hydra Beauty Crème (\$90)



## SERUM

**UNDER \$50** Thirsty skin will love this ultra-hydrating fluid that jump-starts the skin's ability to moisturize. Bioderma Hydrabio Sérum (\$43)

**BETWEEN \$50 & \$70** Regenerative molecules target stress and fatigue (a therapy session for your face). IDC Regen Boost (\$69.95)

**OVER \$70** Micro-beads filled with honey and royal jelly burst when they make contact with skin, releasing the benefits of this golden elixir. Guerlain Abeille Royale Daily Repair Serum (\$175)



## EYE-CONTOUR CARE

**UNDER \$50** Jurors loved the applicator that comes with this product. "The metal tip felt cool around my eyes, which was soothing," said Brenda Penton of Kippens, N.L. L'Oréal Paris Revitalift Miracle Blur Instant Eye Smoother (\$30)

**OVER \$50** This cream contains Labrador-tea extract to help protect skin against damaging free radicals from UV rays and pollution. Lise Watier Age Control Supreme The Eye Care (\$68)



## FACIAL EXFOLIANT

**UNDER \$15** Bid adieu to dull skin with this refreshing scrub. St. Ives Even & Bright Pink Lemon & Mandarin Orange Scrub (\$7)

**OVER \$15** Micro-beads perform double duty, exfoliating flaky skin while working to tighten pores. Clarins Gentle Refiner Exfoliating Cream (\$34). For details, see Shopping Guide.>











## THE BREAKTHROUGH BODY LOTION YOU APPLY IN THE SHOWER.

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EXPERIENCE THE UNEXPECTED.

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- 3  Quickly rinse off
- 4  Dry off and go



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\*Voted winner moisturizers category  
by consumers.





## NIGHT CREAM

**UNDER \$60** Apply this gel-textured cream before bed and smooth wrinkles while you sleep. Nuxe Merveillance Expert Regenerating Night Cream (\$55)

**OVER \$60** Jurors loved this cream's scent and its immediate firming and moisturizing effects. Clarins Extra-Firming Night Rejuvenating Cream (\$90)



## MOISTURIZING FACE MASK

**ALL CATEGORIES** This creamy mask is like a tall glass of water for dehydrated skin. Bonus: Sorbier-bud extract helps to boost circulation. Clarins HydraQuench Cream-Mask (\$36)



## EYE-MAKEUP REMOVER

**UNDER \$10** These aloe-vera-infused wipes are ideal for makeup removal on the go. Olay Clean & Mild Make-Up Remover Cloths (\$7 for 20)

**OVER \$10** Oil, water and cucumber extract gently remove makeup without leaving a greasy film. Marcelle Gentle Make-up Remover (\$14.95)



## ANTI-AGING DAY CREAM

**UNDER \$50** Time seems to speed up as we get older, but our skin's cell renewal slows right down. Gentle exfoliating LHA helps put it on fast-forward again. L'Oréal Paris Age Perfect Cell Renewal Day Cream (\$36)

**BETWEEN \$50 & \$80** This made-in-Quebec cream boasts an army of active ingredients. Jurors also loved the pump dispenser, which ensures that you don't waste a drop. IDC Regen Express Multi-Benefit Care (\$59.95)

**OVER \$80** Sure, it was created for women over 50, but this rich formula, made with organic harungana extract from a Madagascan "healing" tree, is a beauty must-have because of winter. Clarins Super Restorative Day Cream (\$122)



## MAKEUP REMOVER

**UNDER \$15** This foaming cleanser removes excess oil and impurities without irritating skin. Neutrogena Ultra Gentle Daily Cleanser Foaming Formula (\$13)

**OVER \$15** Micellar water easily wipes away makeup without your having to scrub or rinse. Bioderma Sensibio H2O Make-Up Removing Micelle Solution (\$20). For details, see Shopping Guide. >



Exclusive contest

# THE **ULTIMATE** BEAUTY KIT



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STYLE  
707

BODY



## BODY MOISTURIZER

**UNDER \$20** Colloidal oatmeal is what helps make this lotion moisturizing and soothing. Aveeno Daily Moisturizing Lotion (\$14)

**BETWEEN \$20 & \$40** Skin feels baby soft after you apply this rich, but never greasy, lotion. Biotherm Lait Corporel Hydrating Body Milk (\$29)

**OVER \$40** All skin types benefit from slathering on this hydrating lotion that contains shea butter and orange-blossom wax. Clarins Moisture-Rich Body Lotion (\$44)



## HAND CREAM

## ALL CATEGORIES

Jurors raved about the fruity scent of this cream. Carling Zuber-Vescio of Thunder Bay, Ont., also commented on how well the combination of shea butter, avocado and grape moisturized her dry hands: "It absorbed quickly but lasted throughout the day. Everyone wanted to borrow it!" Caudalie Crème Gourmande Hand and Nail Cream (\$19). For details, see Shopping Guide.>

# JEDI

See both sides at **covergirl.ca**

A collection of CoverGirl makeup products is displayed against a background of a woman's face. The products include a tube of 'COVERGIRL foundation', a tube of 'COVERGIRL concealer', a tube of 'COVERGIRL mascara', a tube of 'COVERGIRL lipstick', a tube of 'COVERGIRL blush', and a tube of 'COVERGIRL cheekers'. The products are arranged in a row, with the woman's face visible in the background.

**STAR**  
THE FORCE AWAKENS  
**WARS**  
ONLY IN THEATRES



HAIR

## SHAMPOO &amp; CONDITIONER

**UNDER \$30**

This duo is loaded with cactus extract to hydrate both hair and scalp. Clear Intense Hydration Shampoo and Conditioner (\$8.49 each)

**OVER \$30**

Jurors liked that this moisturizing pair left their hair smelling "fresh." Kérastase Paris Bain Satin 1 Iriosome (\$39) and Lait Vital Iriosome (\$45)



## COLOUR-PROTECTION SHAMPOO &amp; CONDITIONER

**UNDER \$20**

Of all the products she tested, one juror said this diamond-dust-infused pair were her "by far favourite." Wella Brilliance Shampoo and Conditioner (\$14 each)

**OVER \$20**

This sulphate-free duo uses amino-ions to lock in colour. Redken Color Extend Magnetics Sulfate-Free Shampoo and Conditioner (\$21 each)



## NO-RINSE CONDITIONER FOR CURLY HAIR

**ALL CATEGORIES** "My curls were much more defined and far less frizzy while still soft, not crunchy," said Rebecca Price of 100 Mile House, B.C. Sebastian Potion 9 Wearable Styling Treatment (\$19.95)

PROFESSIONAL  
SEBASTIAN POTION 9.

## HEAT-RESISTANT SMOOTHING TREATMENT

**UNDER \$20**

This heat-activated treatment keeps hair frizz-free through three washes. TRESemmé 7 Day Keratin Smooth Heat Activated Treatment (\$8)

**OVER \$20** This mix of almond, argan and jojoba oils can be used to smooth and soften hair when it's wet or dry. Wella Reconstructive Elixir LuxeOil (\$42)



## HAIR MASK

**UNDER \$30**

Slather on this argan-, cyperus- and linseed-oil mask for healthier-looking hair. Orofluido Mask (\$22)

**OVER \$30**

After using this mask, Navpreet Singh of Scarborough, Ont., said her hair "never felt so soft!" L'Oréal Professionnel Mythic Oil Nourishing Hair Masque (\$30)

**FACIAL MOISTURIZER****ALL CATEGORIES**

This moisturizing cream has a gel-like texture that one juror said was "refreshing" when applied. Biotherm Homme Aquapower Hydrating Gel (\$33)

**DEODORANT****ALL CATEGORIES**

This non-irritating formula keeps things fresh for 48 hours. Dove Men+Care Fresh Awake Anti-Perspirant (\$7). For details, see Shopping Guide. □



## DRY SHAMPOO

**UNDER \$20** Sarah Elliott of Calgary said her hair "went an extra two days without washing" when she used this product. Joico Instant Refresh Dry Shampoo (\$19.95)

**OVER \$20** Janice Katsof of Montreal liked that this product didn't leave white residue on her dark hair.

Amika Perk Up Dry Shampoo (\$31.25)



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You'll love creating this striking face, inspired by the dark side in STAR WARS: The Force Awakens. Featuring alluring eyes in red and black, makeup is balanced by deliciously deep red lips. Sinister has never looked so stunning.



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THE FORCE AWAKENS  
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**GREEN GOODNESS** This muted green shade from Hard Candy founder Dineh Mohajer's line of "5-free" polishes is perfect for the holidays. (You won't clash with any decorations.) Smith & Cult Nailed Lacquer in Bitter Buddhist (\$23.78)

**BLACKOUT** This cleanser-in-a-stick allows you to apply a combo of pore-clearing activated charcoal, glycolic acid and artichoke leaf exactly where you need it most. Boscia Charcoal Deep-Pore Cleansing Stick Treatment (\$35)

### NO SCRUBS

Gently cleanse your face with this sponge made from the roots of the konjac plant, native to Jeju Island in South Korea. Washbeautyco. by MaskerAide Bamboo Charcoal Konjac Sponge (\$14)

**FAB FOUR** Argan oil makes this quad of light-reflecting eyeshadows über-moisturizing. Clé de Peau Beauté Eye Color Quad in Pewter Veil (\$68 for the quad, \$32 for the case)

EDITORS' PICKS

# LUST LIST

*What we're coveting this month.*

**IN THE NAVY** Calling all members of the #RihannaNavy! The singer's sixth and latest fragrance is here: a fruity-floral mix of passion fruit, orange blossom and vanilla bourbon. RiRi by Rihanna Eau de Parfum Spray (\$59 for 50 mL)

### NAKED TRUTH

This barely-there shade stays glossy for up to six hours. Rimmel London Oh My Gloss! in Non Stop Glamour (\$8.49). For details, see Shopping Guide.

**LASH OUT** Long, luscious lashes elevate any beauty look, and a few coats of mascara are the next best thing to eyelash extensions. Essence Lash Princess False Lash Effect Mascara (\$5)



# AIR OPTIX® COLORS

breathable contact lenses\*

BEFORE

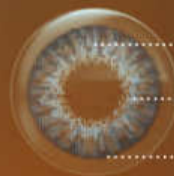
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**Reference:** 1. Eiden SB, Davis R, Bergenske P. Prospective study of lotrafilcon B lenses comparing 2 versus 4 weeks of wear for objective and subjective measures of health, comfort, and vision. *Eye & Contact Lens*. 2013;39(4):290-294.

Ask your eye care professional for complete wear, care and safety information. 

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9 colours available with or without vision correction.

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# MODERN FAMILY

*15 state-of-the-art beauty innovations to revolutionize your routine.*

1

## TREE OF LIFE

Ingredients don't need to be Birkin-bag rare to be innovative. "We look for the extraordinary in ordinary," says Wendy Brooks, director of global product development for Origins. Take the white narcissus lily bulb used in the brand's Three Part Harmony Oil-Infused Serum (\$85) and Nourishing Cream (\$85). Originally discovered in the Eastern Mediterranean, the bulb was already being used in Origins products when Dr. Lieve Leclercq, vice-president of basic science research, found that it had the ability to awaken itself from a sleeping state, or "senescence." Skin cells also experience senescence as they age, becoming less functional. As a result, they send out negative signals that tell other cells to slow down and make less collagen. The bulb interrupts these signals and helps skin wake up and restore itself. Good news for those looking to hold onto moisture and firmness in their skin (a.k.a. everyone).

2

## SOOTHE OPERATOR

Hair-product benefits shouldn't go down the drain when you wash, argue the creators of Living Proof Perfect Hair Day System. Their patented molecule OPFMA sticks to hair cuticles and protects them better than surly bodyguards protect the Biebs. It also actively rebuilds strands, so the more you use the silicone-free solution the better hair gets. Living Proof Perfect Hair Day Shampoo and Conditioner (\$30 each)

5

## GET CURVES

A new wave of skin-plumping products has hit shelves. • A four-step facial massage fires up the active ingredients in Chanel's Le Lift Recontouring Massage Mask (\$120). • Indeed Fillume Volumising Moisturiser has a molecule that stimulates fat cells to increase facial volume. • Bamboo extract, pea extract and glucosamine help stimulate hyaluronic acid and collagen in Clinique's Sculptwear Contouring Massage Cream Mask (\$53).

4

## MATTE MEETS MOISTURE

Matte lipsticks make us feel so '90s, but the newest iterations aren't like the dry formulas we wore in our Angela Chase phase. They go on smooth and without a hint of chalkiness thanks to moisturizing ingredients such as jojoba and other plant extracts. Charlotte Tilbury Matte Revolution Lipstick in Love Liberty (\$32); Estée Lauder Pure Color Envy Matte Sculpting Lipstick in Extrovert (\$34); Lancôme L'Absolu Rouge Définition Lipstick in Carmin (\$36). For details, see Shopping Guide.

3

## POWER TOOL

Zap hair into submission with this battery-powered brush that releases ions to smooth hair and tame flyaways. Conair Infiniti Pro The Ultimate Hairbrush (\$40)▷

# Dove



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6

**INVISIBLE INK** Getting rid of your tattoo sucks less than before (#honesty). That's because of PISOsure, a laser that acts like a power washer for your bad decision. Its rays are stronger than traditional lasers so they break down ink (even the hard-to-zap colours yellow, blue and green) into tiny particles that are easier for the body to absorb or eliminate. That means fewer treatments—just four to see a 90-percent reduction in ink—and less pain. Toronto's Spa Medica was one of the first clinics to offer this treatment in Canada; there are now clinics in Vancouver and Montreal too. Still a scaredy-cat? SpaMedica's Dr. Stephen Mulholland says that cream or anaesthetic can be applied to numb skin prior to the treatment.



10

## THE FOUNDATION REVOLUTION

Face paint has gone high tech with innovative ingredients and new application techniques. • Stila Perfectly Poreless Putty Perfector (\$51) uses a top-secret formula (we asked!) with silicone to absorb oil and reduce the look of pores. Thanks to its bouncy texture, it's also really fun to put on! • Temptu Air (\$258, at NET-A-PORTER.com) is airbrushing on the go. It's billed as the first-ever cordless airbrusher and can even be used to contour. >

7

## OIL SLEEK

This year, oils surprised us with their versatility: as a spray to add shine to hair in Garnier Fructis Triple Nutrition Miraculous Oil-in-Spray (\$5.79); disguised in a gel to smooth on skin in Lancôme Visionnaire Nuit Beauty Sleep Perfector Gel-in-Oil (\$97); and as a gentle buffer for retinoids in Sunday Riley Luna Sleeping Night Oil (\$130). For details, see Shopping Guide.



9

## CUSTOM BLEND

Customize your makeup to fit your skincare needs. For the days when your skin is in need of a little something extra, Cover FX offers four vitamin and essential-oil mixes—to hydrate, add radiance and slow the signs of aging—that can be added to the makeup and/or skincare products you're already using. Cover FX Custom Infusion Drops in C + Lemongrass Radiance (\$48)

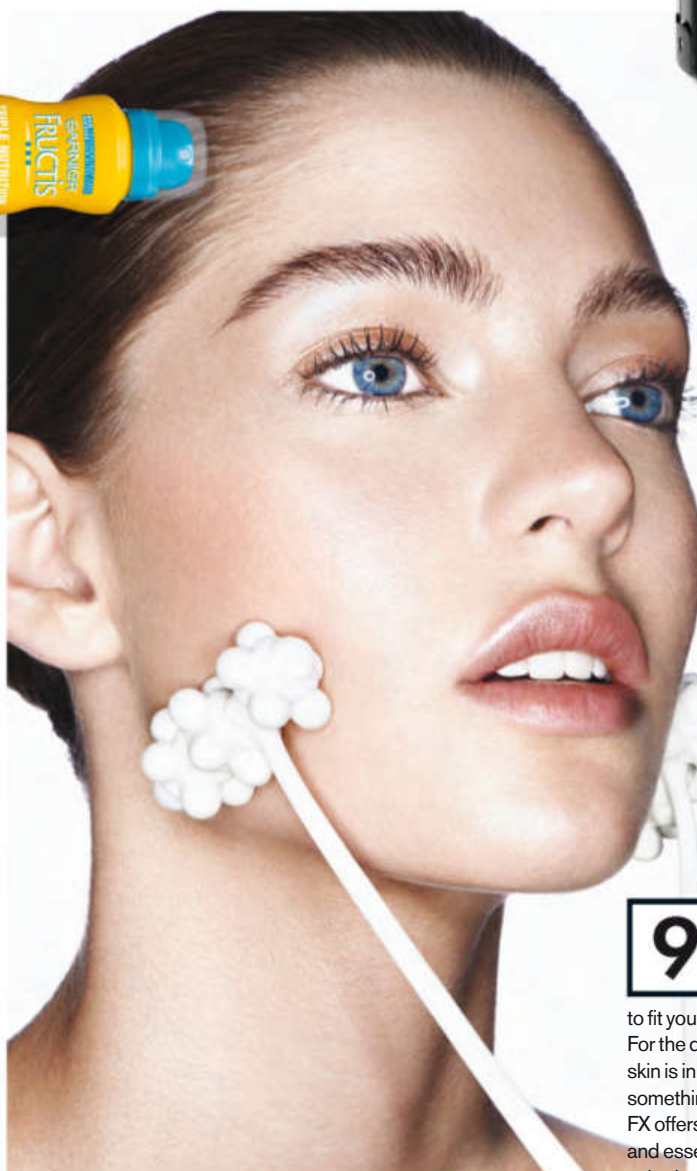


8

## WHAT'S UP, DOC?

In the world of injectables and plastic surgery, a lot: **The Halo Laser** The world's first hybrid fractional laser targets discoloration (thanks, sun damage) and wrinkles in one zap. **MiraDry** Peace out, pit stains.

This treatment blasts the sweat and odour glands in your underarms with focused microwave energy. Bonus: It typically takes one treatment. **LumiBel** You only need nine minutes to get better skin, say the Canadian creators of trademarked gel LumiBel. Blue light (with no UVA/UVB rays) activates ingredients in the gel to reduce signs of wrinkles and acne scars.



# FLAWLESS *fusion* of COLOUR and COVERAGE

NEW

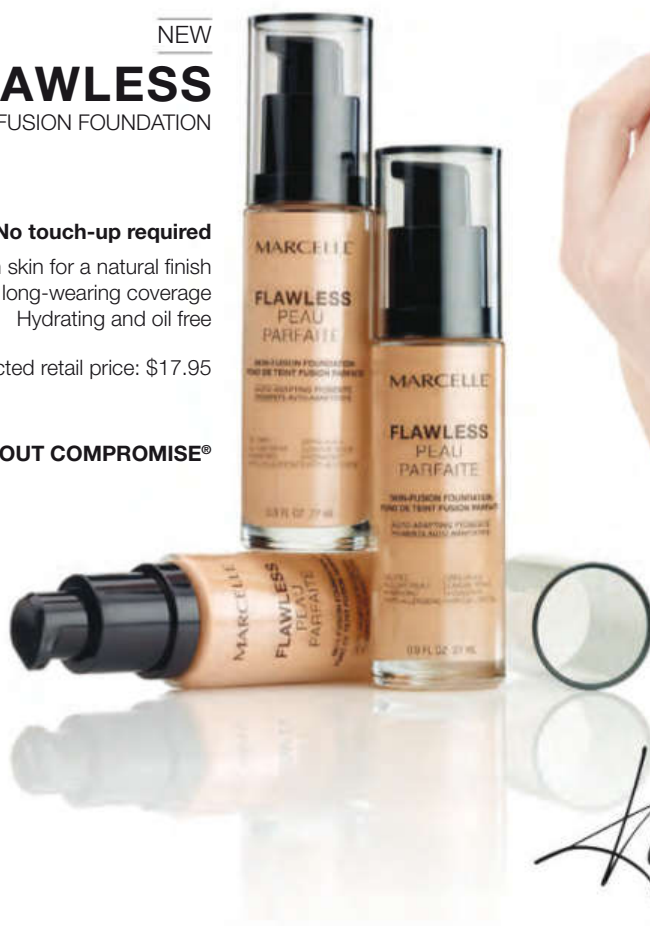
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11

**ON SPEED** Shellac, the fast-drying, long-wearing gel-nail system we're all addicted to, is getting even quicker. Next time you're at the salon, look for the new CND lamp: The brand has created one that uses LED lights to cure nails in half the time, so you're done in under one minute. Bonus: It's compatible with a new topcoat that cuts removal time down to five minutes.

15

**APP QUEEN** The downloads that are worth your data plan:



**Find Your VS Shade.** Users upload a photo and then try on different Vidal Sassoon hair colours to get an idea if they're better suited to life as a blonde (or any of the 23 other shades) before committing to the switch.



**Makeup Genius** by L'Oréal Paris. Beauty looks created by L'Oréal Paris makeup artists, including Eddie Malter, are mapped on the user's face in real time—so you can see if a lipstick looks just as good when you're pouting as when you're smizing.



**Perfect365.** This popular photo-editing app has options to hide blemishes, fill in brows, whiten teeth and contour. (It's basically Photoshop for people who don't know how to Photoshop.)



**Head to Sephora** and try the Pantone Color IQ, a thermometer-like device that determines skin tone and matches it to in-store prodz—ensuring that you will never again have to match foundation by swiping three shades across your jawline. □

12

## BAND-AID SOLUTION

Liquid bandages are no longer reserved for the first-aid kit. SmashBox incorporated the technology into its 24 Hour CC Spot Concealer (\$29) for a non-irritating formula that really sticks to skin, and Bumble and Bumble uses creatine in its Full Potential Hair Preserving Booster Spray (\$70) to envelop and protect strands.

13

## MAGIC (ROOT) ERASER

This isn't a new release, but it's such an under-the-radar top performer that we had to mention it. Colourist Gail Federici, co-founder of John Frieda, created this pigment-packed mineral powder that binds to roots and subtly hides the grey until your next shampoo. Color Wow Root Cover Up (\$39.95)

14

## LATHER, RINSE, BRONZE

The best thing about this smart self-tanner—other than getting to apply it mid-shower—is that it lathers up, so there's no missing that one spot at the back of your leg that you can never quite reach. The addition of moisturizing sweet-almond oil doesn't hurt, either. St. Tropez Gradual Tan In Shower Lotion (\$31). For details, see Shopping Guide.



14  
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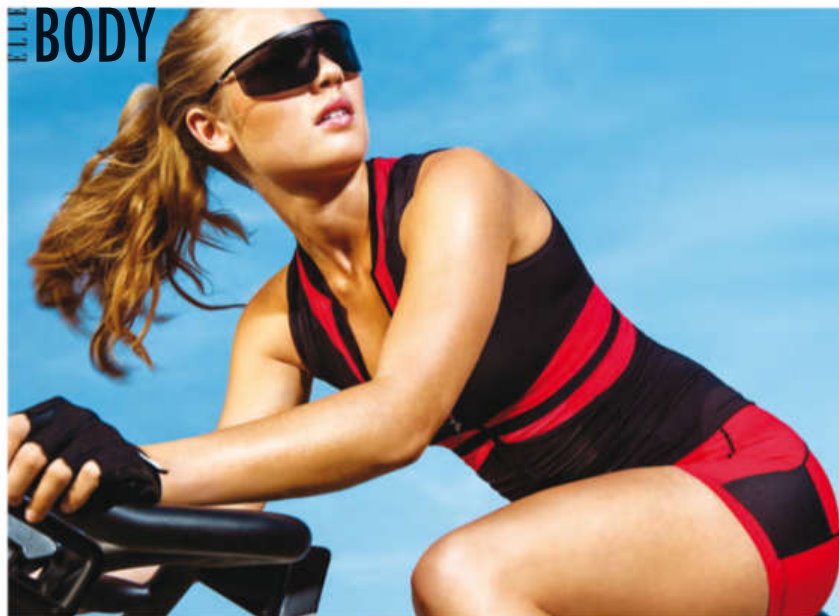
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## GET MORE MILEAGE OUT OF YOUR FITNESS TRACKER

One-third of us will toss aside our wearable devices after six months. Here's how to ensure that this accessory is always in style.

**1. Don't forget it.** Instead of leaving it in a drawer, stash it near your cell, says tech expert Kieran Alger. "When was the last time you left the house without your phone?" Point taken. **2. Wear it on your non-dominant wrist.** Research shows that this change-up yields more accurate results because we move our dominant arm more. (In our non-scientific opinion, you might mistake it for your watch and look at it more, which will remind you to get moving.) **3. Think small.** It's easy to roll your eyes at your tracker when it reminds you that you haven't logged 10,000 steps. Set micro-goals, such as 3,000 steps at lunch, says Alger. **4. Try an app.** Nike+, Endomondo and Strava are compatible with most trackers. We also like MyFitnessPal, which records meals. **5. Sync up with friends.** "If we rely only on willpower, it's a tough battle," says Dave Smith, a weight-loss coach based in Kitchener, Ont. "There's nothing like getting a photo from a friend who has beaten a target that you set to get you going," adds Alger.

BODY NEWS

## BITS & BYTES

*The future of health and fitness is here.* BY CARLI WHITWELL



### HANDS-FREE

Sick of scrolling through friends' holiday photos on Insta during winter? Mountain Trek offers you a vacation from the cold (and the constant status updates). For two weeks each November (and again in February), the lodge moves its tech-free health and fitness program from its base in Nelson, B.C., to celebrity-fave retreat Rancho La Puerta in Baja, Mexico. Fear

not, Snapchat addicts: While there are no TVs in rooms and no digital devices permitted in common areas, you can keep your phone in your room. Mountain Trek's Vince Hemsall says you'll be so busy with yoga, hikes, fitness classes and spa treatments that you might not even miss it. "People who bring their iPhones along generally use them just to take photographs."



### DON'T PHONE IT IN

Making plans for your girls' night out while on the treadmill might seem like the ultimate exercise in efficiency, but researchers at Kent State University recently found that gymgoers are more likely to slack on their workouts when they are talking or texting.

## FULL GEAR

THESE ACCESSORIES ARE THE ULTIMATE WORKOUT BUDDIES.



**TOP OF HER GAME** This made-in-Canada workout shirt tracks everything from calories burned to sleep patterns. Stay tuned for more colours. Hexoskin Wearable Body Metrics (\$448, hexoskin.com)



**WITH THE BAND** The Ava Lightweight Stretch Audio Headband (\$38, urpowered.com) keeps hair off the face and workout tunes jacked thanks to powerful mini-speakers. Music to our ears. Fits perfectly under a toque too.



**SMART WATER** This futuristic water bottle features an alarm clock that reminds you to drink (Gyyenno Cup, \$599, at amazon.com). It even learns your preferred water temperature—and keeps it there. ☐



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# QUICK FIT

*Why Instagram is the new personal trainer.*

**i**n our world of instant gratification, where people want their dream bodies #yesterday, Instagram has become the go-to fitspo source. You no longer have to go to the gym or even hire a trainer: Workouts, transformations and healthy recipes are a scroll away. Fitness expert Emily Skye's bikini photos and tutorials attract one million followers, while Jen Selter—famous for having the best butt on Instagram—is seven-million fans strong. Some 750,000 people follow ballerina Misty Copeland, and 1.6 million probably feel more Zen after a look through Yoga Girl Rachel Brathen's feed.

"It's democratizing for those making the media and those consuming it, who feel like they, too, can achieve the life," says Ramona Pringle, an assistant professor in Ryerson University's RTA School of Media in Toronto. She argues that this trend is unique to Instagram in part because of its visual platform—you can "craft a narrative by integrating inspirational content with how-to training." Here's a snapshot of some of our faves.

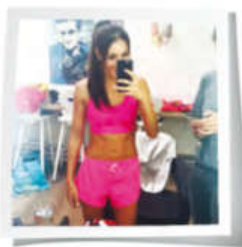


**HANNAH BRONFMAN**

@HANNAHBRONFMAN

**193,000 FOLLOWERS**

A fitness muse rather than a trainer, Bronfman is the founder of the health-and-lifestyle website HBFit and curates workouts and meals so you don't have to. Warning: Her life is pretty awesome—she's also a DJ and Clinique ambassador—so prepare for some serious Insta jealousy. **Why Insta?** "I post workouts that range in difficulty, which keeps my feed both attainable and inspirational. When you surround yourself with positive motivation, it makes you want to be successful." **Workout wardrobe** "Adidas by Stella McCartney." **On-the-road inspo** "When I travel, I look up hashtags and read people's reactions to trainers or classes, which is how I decide whether to try them."



**KAYLA ITSINES**

@KAYLA\_ITSINES

**3.6 MILLION FOLLOWERS**

The bouncy Aussie is like your best workout buddy—you know, the one who will text you until you've dragged yourself out of bed for your 6 a.m. class and sweat it out (while smiling) beside you. Her Instagram feed is just as infectious. Itsines

intersperses before-and-after images of people on her program (dubbed the Bikini Body Training Guide) with exercises, selfies and snaps of her pups. **Why Insta?** "Being able to connect with girls from all over the globe has changed my life. These women help me strive toward being a better person." **Every little bit counts** "My 28-minute high-intensity workouts are easy to fit into a busy schedule—they're only 2 percent of a day." **On mastering the selfie** "Just be confident, because you deserve to feel proud of all the dedication you have put into your healthy-lifestyle journey."



**MARK LANGOWSKI**

@BODYBYMARKWELLNESS

**26,700 FOLLOWERS**

A fitness Energizer Bunny, Langowski makes exercise look fun (and deceptively simple). We also like how he turns the world into his personal parkour course.

**Top move** "The mountain-climber push-up. After you do a push-up, bring your right knee to touch your left elbow and then your left knee to touch your right elbow." **Insta advice** "Many 'fitness' accounts of personal trainers are simply photos of themselves modelling. Try to find accounts that provide a real education on exercises, healthy meals to cook and inspirational quotes." **Workout must-haves** "Pandora [Internet radio] and my Beats By Dre wireless headphones. I just can't get myself going without them. I have a few pairs of the headphones in case they run out of batteries mid-workout!"



**KAISA KERANEN**

@KAISAFIT

**22,700 FOLLOWERS**

Previously of the personal-training duo Two Bad Bodies—which had 360,000 followers—the former track-and-field athlete recently went solo. We love how she incorporates everything from stairs to

babies (!) into no-equipment-necessary workouts. **Top move** "My most popular videos are the ones where I am jumping around and doing explosive movements—plyometrics." **Groupe effort** "I love @followthelita, @nolatrees, @fitqueenirene." **#foodporn** "I like posting food images because people always want to know what I'm eating and I think it's important to be honest about my choices. I don't follow any diets. I just try to eat real foods and home-cooked meals as much as I can." □

**BACKGROUND CHECK** Be sure to do your homework before you double tap your love for a fitness plan. "You should be able to email the person and ask them for qualifications because it's very easy to be a 'guru' at anything," says Caroline Lambray from Montreal's Mansfield Athletic Club.

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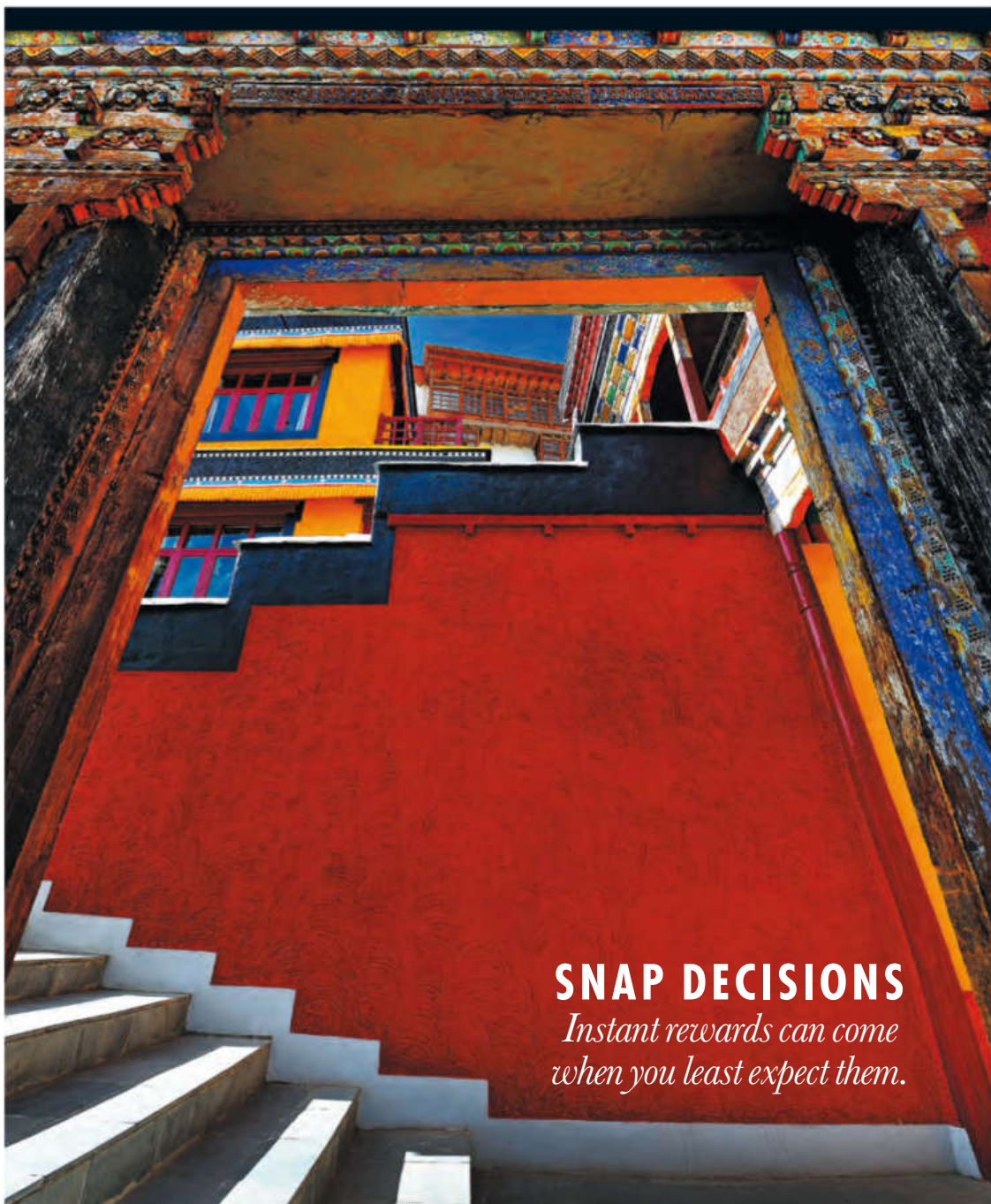
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# ETRAVEL

GETAWAY TALES, GREAT ESCAPES & TOP TRENDS



## SNAP DECISIONS

*Instant rewards can come  
when you least expect them.*

### EDITOR'S POV

No matter how high tech your camera gear is, it can't help you reclaim a missed moment. Take the shot of this doorway to the Thikse Monastery in Northern India. Third-generation photographer Kristian Bogner captured it when, exhausted (and running late), he reached the 12-storey complex, which is perched at an altitude of 3,600 metres. "I could hear this special prayer ceremony that I was invited to going on in the background, but I made the decision to stop and take the picture," he explained. "I knew that the light, the moment and the energy would never be the same. I've been back to this place two other times, and I've never gotten anything like this." Takeaway: Remember to be present when you travel—and to practise mindful photography.

CHRISTINA REYNOLDS





TRAVEL NEWS

# SNAP CHATS

*Tips from top photographer road warriors. BY LIZ GUBER*

## THE LESSON BEHIND THE PHOTO: MAKE EACH PICTURE COUNT

In 2005, the early days of digital photography, Toronto-based travel and street photographer Ren Bostelaar decided to go on a photo trip to Istanbul, where he would be shooting with a digital camera for the first time. But as soon as the plane landed, disaster struck: His single large memory card corrupted. Unable to find a compatible card in the Grand Bazaar, he'd have to use the tiny memory card that came with the camera—meaning he had just 30 shots for a five-day trip. “Incredibly, this became an eye-opening experience,” says Bostelaar. “It forced me to get each image right before I pressed the button.” In the end, he took less than 30 photos during the

trip—including this shot of a children’s playground in the shadow of Hagia Sophia. “These pictures turned out to be some of my favourites that I’ve shot.” Here are Bostelaar’s top travel-photo tips:

**GET UP EARLY.** “The best light is going to be in the hour after sunrise.” **USE THE EQUIPMENT YOU HAVE.** “You can take great

travel photos with virtually any camera—just look at the iPhone 6 billboards.” **USE A SELFIE STICK, BUT NOT FOR SELFIES.** “They’re great for shooting pictures over a crowd or finding new angles.” **TAKE A CHANCE.** “Get a city map and divide it into 12 squares. Then roll some dice to determine your next photo-taking locations.”

**GO BEYOND POINT AND SHOOT** Canmore, Alta., photographer Kristian Bogner (who snapped the doorway on the previous page) first learned how important a single moment can be at the 2002 Olympics in Salt Lake City. He snuck into the media pit and shot Canadian Catriona Le May Doan as she won gold in speed skating. Bogner used his now signature panning technique, which leaves the athlete in perfect focus while the background is blurred, and it was his big break. Here are some tips from Bogner:

**FIND A REASON.** “Ask yourself ‘Why do I need to get this shot?’ If you have the ‘why,’ the ‘how’ becomes easier.” **BE STILL.** “Holding the camera tight makes a big difference because any little shake in your wrists or hands is going to show up.” **BE SPEEDY.** “Set your iPhone or camera to a quicker reaction time between taking photos. To get faster, practise by taking shots out of the window of a moving car or train.” **BE OFF-CENTRE.** “If your friend is jumping into a pool, leave space in front of or behind him or her for a sense of distance or height.” □

## YOUR 3 TRAVEL-PHOTO ESSENTIALS



With super-high-resolution (4K) video and a fancy tilting touch-screen display, the 28-megapixel Samsung NX500 will have you ready to shoot pictures or video from any angle (\$899.99, at Best Buy, [bestbuy.ca](http://bestbuy.ca)).



For fish-eye, wide-angle and macro Instagram posts, pair the new iPhone (its Live Photos feature lets you capture the moments before and after your shot) with the OloClip 4-in-1 Photo Lens for iPhone 6/6 Plus (\$79.99, [amazon.ca](http://amazon.ca)).



Stylish photogs will want to tote their camera gear around in this chic black “Tacoma” waist pack (\$340, WANT Les Essentiels de la Vie, [wantessentiels.com](http://wantessentiels.com)).

Kristian Bogner with his fiancée, Sarah Rideout, in Ladakh, India



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Valid from December 2015 to December 2016. (Blackout dates: December 17, 2015 to January 03, 2016; February 16, 2016 to February 20, 2016; March 14, 2016 to March 28, 2016; and August 1, 2016 to August 31, 2016.) No purchase necessary. Open to residents of Canada only that are of the age of majority in their province or territory. Contest runs from September 23, 2015 to November 7, 2015. Visit [www.canadianliving.com/culinaryescape](http://www.canadianliving.com/culinaryescape) for complete rules/details. There is 1 prize (travel) to be won. Approximate retail value is \$4,200.00. Odds of winning depend of number of entrants. Selected entrant must answer mathematical skill-testing question.



## SNAP HAPPY



## THE INSPO

Two of Slim Aarons' photo books, *La Dolce Vita* and *Once Upon a Time* (top and above, from \$98 each, at Indigo, chapters.indigo.ca)

*Sarah Laing heads to Las Vegas to learn to shoot like legendary photog Slim Aarons.*

**i**'m sure there are many versions of a trip to Vegas that involve bikinis, swanky pool cabanas and high-end cameras, but mine, I assure you, is the kind of tale that is less “what happens here, stays here” and more “this could turn into the most beautiful coffee-table book.”

In fact, lush, glossy spreads of people living *la dolce vita* are the entire reason I'm here, Leica camera in hand, crouched in front of a model who's shivering a little on an unseasonably cold Nevada morning, her face shaded by a wide-brimmed sun hat.

“I would angle that reflector a little higher so you can get some light into her eyes,” advises a voice behind me.

“How about this potted plant for the table next to her?” says another voice. “This is just like when I was grabbing props for Dad!”

These two (helpful and encouraging) voices are a constant soundtrack to my three days spent “shooting like Slim,” an immersive, intense-as-you-make-it vacation workshop offered by Exclusive Resorts. The first voice belongs to Tom A. Smith, a photographer and instructor from the Leica Akademie, the teaching arm of the German camera brand, and the other is that of Mary Aarons, daughter of (and one-time assistant to) legendary snapper Slim Aarons.

This mini-break—part of a growing trend of “learning” holidays, in which your time is spent, say, taking surfing lessons or improving your guitar or photography skills—feels a lot like what going on an actual shoot with Aarons might have been like, back when the late photog was shooting the glamorous, the wealthy and the aristocratic of Europe and America in the '50s, '60s and '70s.

Aarons made his name doing what he described as snapping “attractive people doing ▷

**THE TRIP** This is one of many photography-themed “Destinations in Focus” trips offered by Exclusive Resorts, a luxury vacation club that has partnered with Leica. The apartment-style suite I stayed in at the Vdara Hotel (which has a fully equipped kitchen, should one ever tire of Vegas' world-class dining) is one of over 400 private residences (found everywhere from Italy to the West Indies) available to members. It's a bit like having a (very lovely) turnkey flat in Paris, Costa Rica or NYC that's yours for a few days or weeks a year but without all the hassle of, like, actually owning it. Plus, there's the added benefit of an “ambassador” who acts like your personal concierge.



AN EXTRA FIVE MINUTES TOGETHER CAN MAKE YOUR WHOLE DAY.

Made with no artificial flavours or colours, Rice Krispies\* cereal makes a great bedtime snack for her and for you.

*Moms just know.*





attractive things in attractive places.” (Think Clark Gable and Jimmy Stewart laughing together or tanned white-clad society having drinks on a terrace.) Today’s lesson—working with a professional model by the pool at the ritzy Vdara Hotel to recreate the set-up of Aarons’ most famous picture, *Poolside Gossip*—feels like it more than fulfills that brief. The iconic image, a classic that shows two elegant society ladies by the pool, their chairs facing each other in perfect symmetry against the backdrop of a modernist home in Palm Springs, is celebrating its 45th anniversary this year.

Like so much of Aarons’ work, there’s an effortless ease to the image—as if he’d been lounging on a recliner behind them, picked up his point-and-shoot and casually snapped them unawares. As I learn from Mary and Tom, however, this was never the case.

“Dad would send me on prop-finding missions when I assisted him,” says Mary, who now works in book publishing and lives in Massachusetts, adding that he hated candids. Every Slim “set-up” was meticulously planned, right down to the hair on his subjects’ heads.

“Dad detested centre parts on women,” recalls Mary. “He would always make them change to a side part—even me!” (Side note: Tom adds that if you want to find people’s “good side,” it’s usually the side they part their hair on.)



Slim Aarons’ famous *Poolside Gossip* (far left); two of the Aarons-inspired photos the writer took by the Vdara Hotel pool in Las Vegas (left and below left)

That level of care and attention—always taking the time to frame the shot and get it right—is probably my biggest takeaway from the course, much to the exasperation of the friends I tested it out during a recent trip to New York. It was actually in trying out my new skills on real people (who, understandably, tensed up when I started stage-managing them at Shake Shack) that I appreciated the real magic of Slim Aarons.

When I ask Mary how her dad made everyone look so chill, she explains that there was no tension because he would often arrive solo or maybe with one assistant. “It wasn’t a road show,” she says. “While working on the *mise en scène*, he would chat away and swap tales. Everyone was having fun, which resulted in very happy and natural photographs.”

I have to admit that there is a tiny bit of tension on this set, thanks to an uncooperative and gusty desert wind, which has blown the model’s scarlet hat off her head and into the pool—just as I press the shutter. About to call the shot a disaster, I take a peek at the display screen of my camera and see that in that image—the model’s surprised laugh, her arm flung back over her head—I have finally managed to capture the spark of a classic relaxed and happy Slim photo. Success!

The best part? That poolside shot (once edited, cropped and retouched, as we learned to do later in the day) is something I’ll keep forever...which is more than I can say for the handful of dollar bills I lost playing the penny slots at the Cosmopolitan later that day. □

## SNAPS FROM MY FATHER

*Mary Aarons says she hears her dad’s voice every time she takes a photograph. Here are some of the tips running through her head.*

1

### Never shoot upward.

“That equals double chins and odd shadows!”

2

### Take the time to frame it right.

“Don’t make folks standing in front of the Eiffel Tower (or any other landmark) look tiny. Bring them forward so that you have them framed correctly and your landmark will look spectacular in the background. Tiny people and tiny landmark equal a crappy shot!”

3

**Tell a story.** “My dad and I used to look at art together, and he would point out the talent the best artists had for presenting a scene. He was doing with a camera what the great masters did with a paintbrush.”

4

**Add colour.** “My dad always had a pop of red in his pictures—he actually carried around a red silk square leftover from the lining of a bespoke blazer for this purpose.”

NEW 24 HR freshness that  
**POPS**  
AROUND THE  
CLOCK



Like any household detergent, keep away from children.



## scorpio

(OCT. 23 – NOV. 21)

Since 2012, you've been on a journey. The salient point about your year ahead will be your increased popularity. Some people will be attracted to you (especially creative types), and others will compete with you, but everyone will want you on their team. You will benefit from your relationships with others, so feel free to schmooze.

## sagittarius

(NOV. 22 – DEC. 21)

Even though you're working behind the scenes or hiding from the limelight, you are still popular this month. (A friend could become a lover.) However, someone is also competing with you, which means it's impossible to keep a low profile. Plus, others continue to make demands on your time. Make secret plans for your new journey in life.

## capricorn

(DEC. 22 – JAN. 19)

You are popular this month, especially with younger acquaintances and friends, and opportunities to travel abound. Many of you will have the chance to go back to school or take courses to broaden your education and experience of the world. In fact, romance with someone from another culture or a different country is likely.

## aquarius

(JAN. 20 – FEB. 18)

This is the one month of the year when you're really in the spotlight, and people admire you. Use this to your advantage and talk to bosses and authority types—they'll listen to you. Disputes about shared property are possible. Fortunately, you'll come out smelling like a rose. Meanwhile, in the boudoir, passionate athletics are memorable.

## pisces

(FEB. 19 – MARCH 20)

Do whatever you can to escape—you need a change of scenery and a chance to replenish yourself with new places, new faces and new ideas. Travel anywhere if possible; if not, try being a tourist in your own city. In the meantime, be patient with close friends and partners who might resent your worldly preferences. Like, really?

## Aries

(MARCH 21 – APRIL 19)

This is a hot, sexy month for you! Not only are you ready for memorable passion but you're also talking about it: texting, Instagram, Facebook—the works. This steamy romance might be work-related. Despite all this fun, you're busting your buns to show others what you can do on the job. Aries do not sit around getting dusty.

## taurus

(APRIL 20 – MAY 20)

With the Sun opposite your sign this month, you need more sleep. There is much focus on discussions with partners and close friends. This might be because romance surrounds you, which, in turn, could create jealousy with someone. (Ouch.) Make plans to get outta Dodge because the stars are sending you on vacation.

## gemini

(MAY 21 – JUNE 20)

You're in hands-on work mode this month because you want to get organized and be efficient. This is why you're trying to make your home more beautiful through renovations and re-decorating. (This is a smart move, because real estate holds a profit for you in the next year.) Look for ways to boost your health; now is a good time for it.

## cancer

(JUNE 21 – JULY 22)

This is one of the best months of the year for vacations, romance, love affairs, the arts and playful times with children. You're bubbling with creative ideas and longing to express your creative energy. Look for ways to make money through your words. Sell, market, write, teach, edit or act—the world is your oyster.

## leo

(JULY 23 – AUG. 22)

Home, family and your private life are your primary focus now. Many of you will tackle home repairs and redecorating because the December holidays are big for Leos. (When Leos entertain, they entertain with style!) This is also a time when you'll focus on making money—which is a good thing because Lord knows you're spending it.

## virgo

(AUG. 23 – SEPT. 22)

You're coming on like gangbusters this month with fiery Mars in your sign. It's a fast-paced time, and you're confident and proactive. It's also a great month to buy wardrobe goodies—which is a good thing since you're out there talking to everyone and you should look your best. After all, with lucky Jupiter in your sign, this is your year to shine.

## libra

(SEPT. 23 – OCT. 22)

"Show me the money!" This month is about earnings, cash flow and financial negotiations. On a more subtle level, it's also about your values—what really matters to you? That's what you must figure out. This introspection might be provoked because you are tempted to have a secret love affair. If so, you really do need to know what makes you happy. □

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NOVEMBER 2015

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The Tivoli II offers you classic styling and dependable warmth in a fun and versatile silhouette. The waterproof suede leather upper is soft and pliable, lined with fleece and trimmed with faux fur for eye-catching style. [sorelfootwear.ca](http://sorelfootwear.ca)



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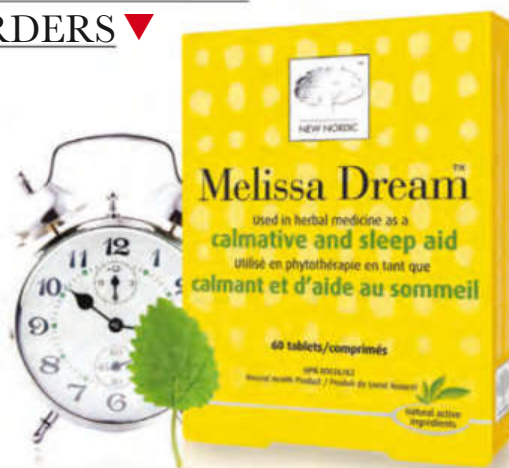
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at Hudson's Bay, [thebay.com](http://thebay.com); Sears, [sears.ca](http://sears.ca); Shoppers Drug Mart, [shoppersdrugmart.ca](http://shoppersdrugmart.ca). **Clé de Peau Beauté** At Holt Renfrew, [holtrenfrew.com](http://holtrenfrew.com). **Clinique** At Clinique counters, [clinique.ca](http://clinique.ca). **Cloud Buster Balloons** [cloudbusterballoons.com](http://cloudbusterballoons.com). **Club Monaco** [clubmonaco.ca](http://clubmonaco.ca). **CND** [cnd.com](http://cnd.com). **Color Wow** At salons nationwide. **Conair Infiniti Pro** [conaircanada.ca](http://conaircanada.ca). **Cover FX** [coverfx.ca](http://coverfx.ca). **CoverGirl** At drugstores and mass-market retailers. **Dove** At drugstores and mass-market retailers. **Each x Other** At [ssense.com](http://ssense.com). **Emilia Wickstead** [emiliawickstead.com](http://emiliawickstead.com). **Emilio Pucci** [emiliopucci.com](http://emiliopucci.com). **Essence Cosmetics** At Shoppers Drug Mart, [shoppersdrugmart.ca](http://shoppersdrugmart.ca). **Estée Lauder** At Estée Lauder counters, [esteelauder.ca](http://esteelauder.ca). **Fausto Puglisi** [fausto-puglisi.com](http://fausto-puglisi.com). **Garnier** At drugstores and mass-market retailers. **Guerlain** At Guerlain counters, [guerlain.ca](http://guerlain.ca). **Guy Laroche** [guylaroche.com](http://guylaroche.com). **Helmer** [helmer-joseph.com](http://helmer-joseph.com). **Hugo Boss** At Holt Renfrew, [holtrenfrew.com](http://holtrenfrew.com). **IDC** [idcdermo.com](http://idcdermo.com); at drugstores and mass-market retailers. **Indeed** At Shoppers Drug Mart, [shoppersdrugmart.ca](http://shoppersdrugmart.ca). **Issey Miyake** [isseymiyake.com](http://isseymiyake.com). **Joico** [joico.com](http://joico.com). **Kat Burki** At Murale, [murale.ca](http://murale.ca). **Kérastase** [kerastase.ca](http://kerastase.ca). **LaCrasia Gloves** [lacrasia-gloves.com](http://lacrasia-gloves.com). **La Maison Simons** [simons.ca](http://simons.ca). **Lancôme** At Lancôme counters, [lancome.ca](http://lancome.ca). **Le Labo** At 6 by Gee Beauty, [6by-geebeauty.com](http://6by-geebeauty.com). **Lise Watier** [lise-watier.com](http://lise-watier.com). **Living Proof** At Sephora, [sephora.ca](http://sephora.ca). **Look From London** [lookfrom-london.com](http://lookfrom-london.com). **L'Oréal Paris** At drugstores and mass-market retailers. **L'Oréal Professionnel** [lorealprofessionnel.ca](http://lorealprofessionnel.ca). **Louis Vuitton** [louisvuitton.com](http://louisvuitton.com). **M.A.C** [maccosmetics.ca](http://maccosmetics.ca). **Marcelle** At drugstores and mass-market retailers. **Marc Jacobs** [marcjacobs.com](http://marcjacobs.com). **Maybelline New York** At drugstores and mass-market retailers. **Mélissa Nepton** [melissanepton.com](http://melissanepton.com). **Michael Kors Collection** [michaelkors.ca](http://michaelkors.ca). **Mikhael Kale** [mikhaelkale.com](http://mikhaelkale.com). **Miu Miu** [miumiu.com](http://miumiu.com). **Neutrogena** At drugstores and mass-market retailers. **Nuxe** At drugstores and mass-market retailers. **Olay** At drugstores and mass-market retailers. **Origins** [origins.com](http://origins.com). **Orofluido** At salons nationwide; 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*Do you have a sluggish liver?*

	yes	no
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2. Difficulty losing weight	<input type="radio"/>	<input type="radio"/>
3. Indigestion & burping after meal	<input type="radio"/>	<input type="radio"/>
4. Fatigue	<input type="radio"/>	<input type="radio"/>
5. Skin itching and brown spots	<input type="radio"/>	<input type="radio"/>
6. Coated tongue	<input type="radio"/>	<input type="radio"/>
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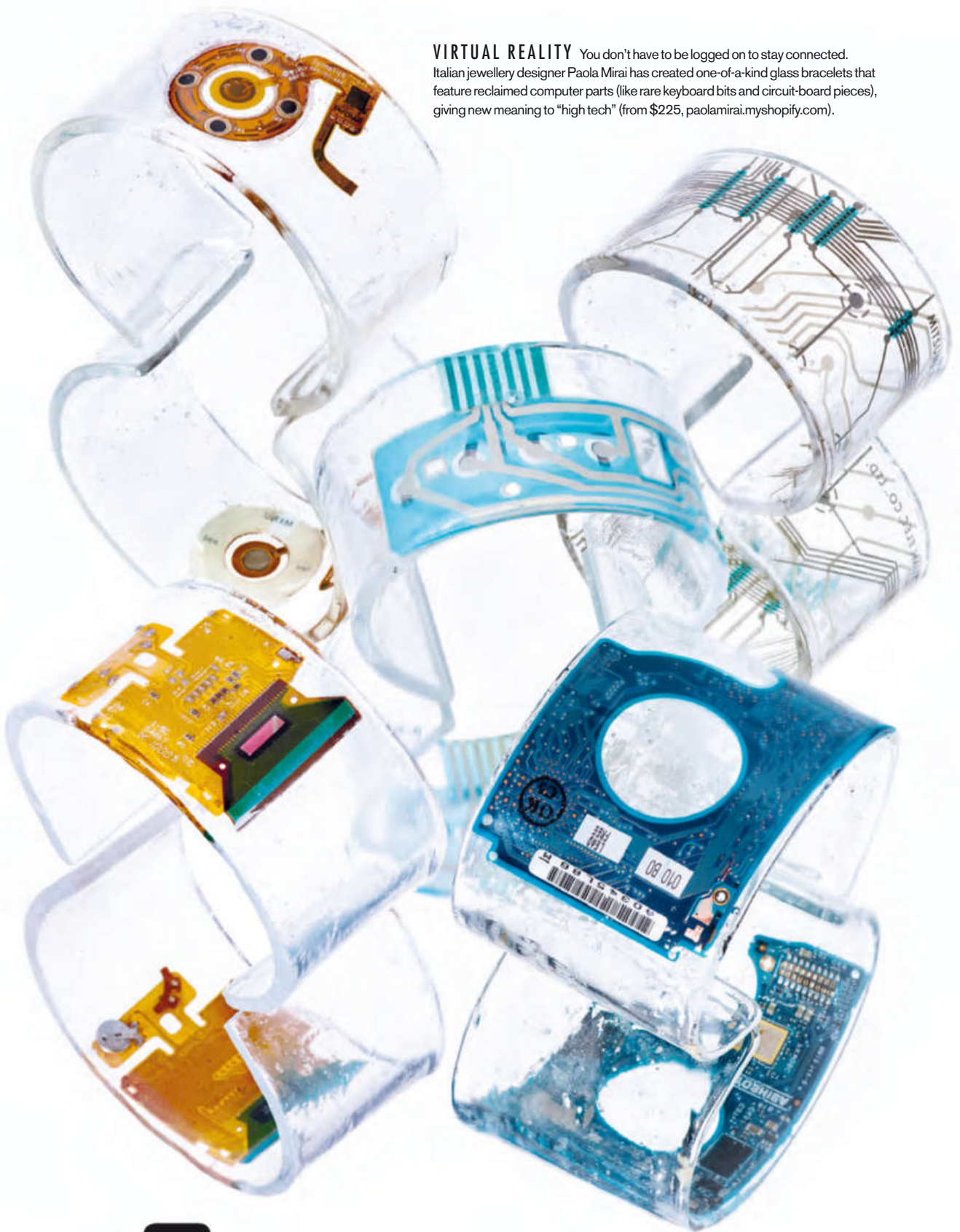
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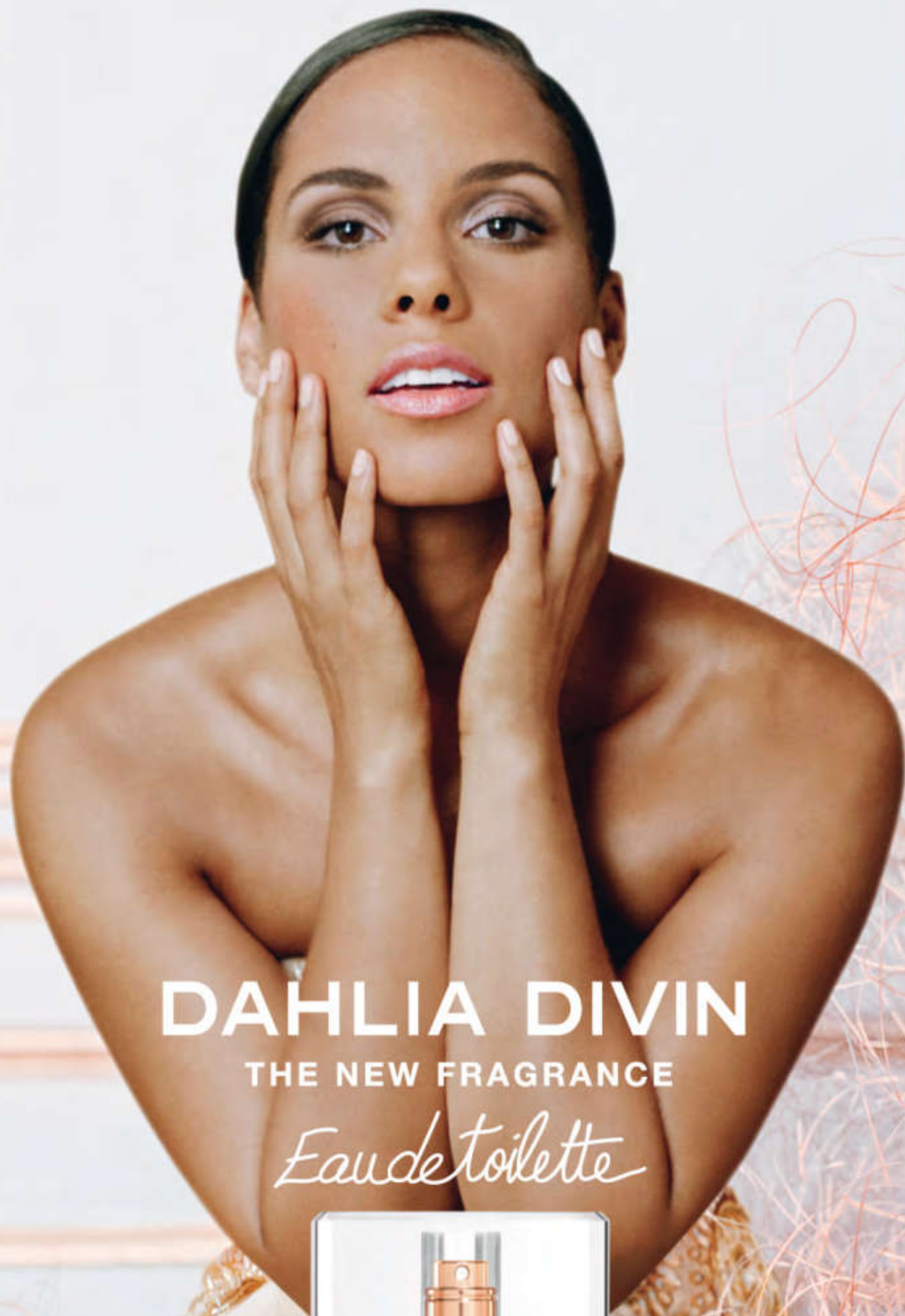
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